The Lutheran Television Specials:
Better Than Ever In '81!
Book a winner this year. Better yet—
book two!

"The Stableboy's Christmas" and
"The City That Forgot About Christmas"
Two Beloved Holiday Traditions

No program charge
30 minutes each - Closed captioned (tape only)
Both available in Spanish
"Stableboy" 3 minutes for sales or PSA - "City": 4 minutes for sales or PSA. Call Jan Naji or Anita Schmidt at 314-647-4900. In Canada, write Box 481, Kitchener, Ontario N2G 4A2 or telephone 519-578-7420.
We bring you the music that brings in your audience.

It's an American tradition. In every one of the past five years, the majority of the music on the charts was licensed by BMI.

Another tradition: for over forty years, BMI, the world's largest performing rights organization, has been making it easy for you to use music of every kind.

That's because BMI, a non-profit-making organization, has always been dedicated to meeting the needs of creators, publishers and all users of music.

So when you're looking for that bigger share, remember BMI is always helping you, every step of the way.

Wherever there's music, there's BMI.
IF YOU'RE NOT PUTTING NEWSBANK ON THE AIR, YOU'RE KEEPING 25 HOT STORIES ON THE SHELF. EVERY WEEK.

Your station can't cover all the news all the time. And what about the times there's not much news to cover?

That's where Newsbank can put you on top. Newsbank, the nationwide news feature service from the ABC Owned Television Stations, can turn your local newsroom into a broad-based news and information center.

Every day, Newsbank has access to 82 ENG crews out on the street; to 100 reporters who follow up hot leads; to 160 writers turning out crisp, crackling copy. And to 16 producers and 93 editors that transform raw information into news—you can use. Immediately.

Every week, Newsbank transmits approximately 25 timely, provocative and even entertaining news stories. Pre-edited, pre-tailored for inclusion in your news and information shows. And you can give them the feel of local origination with your own on-air people with a minimum of post production.

Newsbank cannot be a substitute for your own network feed or your own programming. Newsbank is simply the most valuable news feature enhancement that's ever been developed. It doesn't just give you less to do. It gives your viewers more to see. And that's good news for everyone.

FOR INFORMATION CALL:
DICK BESEMYER • 1345 AVE. OF THE AMERICAS • N.Y.C. 10019 • TEL. 212 • 887-5115

ABC OWNED TELEVISION STATIONS
“The Research Group helped us to be even more successful.”

“Both of our stations, owned by Katz Broadcasting, were doing quite well in the ratings. WYYY (formerly WSYR-FM) was AOR, and overall number two in Syracuse. WWKA (formerly WDBO-FM), which was Beautiful Music, was number three in Orlando.

After the Strategic Market Studies that we did with The Research Group, we discovered holes in both our markets for formats that would help us get even better ratings.

It was not an easy decision to switch formats. But based on the excellent work of The Research Group, we had the tools to plan winning strategies in both markets.

The results? Tremendous! Both stations switched formats in January of this year. And in the spring 1983 Arbitrons, WWKA debuted with an 11.0 share, 12 +, number two in Orlando. WYYY achieved an 11.1 share, 12 +, number one in Syracuse.

We believe in the value of good research, and the success of our stations is the proof. We consider The Research Group as partners in our success.”

Hugh Barr
General Manager
WYYY

Bob Longwell
General Manager
WWKA

In almost every field there is a company that has earned a reputation as the leader.

The Research Group

Radio's Strategic Research Team

2517 EASTLAKE AVENUE EAST • SEATTLE, WASHINGTON 98102 • 206/328-2993
FCC moves to rewrite rule of sevens □ Gut fighting shifts
to Hill on financial interest-syndication rules □
SNC and CNN Headline News may merge □ RTNDA in Vegas □

GOING, GOING... □ FCC votes to begin rulemaking
to lift 7-7-7 multiple ownership limits. PAGE 27.

CONCENTRATED LOBBYING □ Fast-paced Hill action
on FCC financial interest and syndication rules
finds Hollywood winning momentarily but
outcome still in doubt. PAGE 28.

WOMETCO BUYER □ Firm that bought KTLA(TV) Los
Angeles antes up $842 million to buy cable MSO,
broadcaster and bottler, Wometco Enterprises.
PAGE 29.

DAY ON HILL □ Week of testimony on Capitol Hill
centers on minority opportunities in entertainment
industry. PAGE 30.

NEWS MERGER? □ Satellite News Channel and CNN
Headline News engage in preliminary
discussions on combining two news services.
PAGE 31.

RTNDA's VEGAS SHOW □ Panelists discuss fallout
from Christine Craft case. CBS executives
discuss era of litigation. 60 Minutes's Hewitt blasts
newspaper television critics' views on television
news. PAGES 32-34.

VIEWER EROSION □ Syracuse, N.Y., market survey
by Reader's Digest claims further inroads on
network audience made by competing media.
PAGE 44.

MORE WORDS □ Parties take familiar sides in
reaction to FCC tentative decision on financial
interest and syndication rules. PAGE 48.

ASCERTAINMENT SCUFFLE □ CBS agrees to turn over
programming information to Wirth; earlier problems
termed "misunderstanding." PAGE 58.

REGIONAL RELOOK □ FCC rulemaking to lift
regional concentration limits draws applause from
broadcasters. PAGE 58.

LOOKING UP □ CBS's Jankowski describes upbeat
fourth-quarter scatter market, sees network unit
prices up 15% over upfront selling season. PAGE 62.

NO ON ADS □ Committee charged with examining
alternative funding for public broadcasting gives
advertising unfavorable recommendation. PAGE 64.

MINORITIES AND MEDIA GATHERING □ Leland
reminds broadcasters of EEO guidelines, blasts
programming stereotyping. PAGE 66. Minorities hear
list of present and potential business ventures.
PAGE 66. Jackson urges media to use their
influence and push for voter registration. PAGE 70.

NORTH AMERICAN AGREEMENT □ Canadian,
Mexican and American broadcasters meet in San
Diego; pass resolutions on Cuban interference,
copyright. PAGE 75.

HDTV BREAKTHROUGH □ CBS develops new high-
definition system that could be used for DBS,
cable or MDS on conventional sets. PAGE 77.

CABLE COLONIST □ Jack Clifford has led the
building of Colony Communications' cable
fortunes and is setting his sights on helping the
entire cable industry sell advertising. PAGE 95.

INDEX TO DEPARTMENTS

<table>
<thead>
<tr>
<th>Business</th>
<th>62</th>
<th>Datebook</th>
<th>18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Briefly</td>
<td>14</td>
<td>Editorials</td>
<td>98</td>
</tr>
<tr>
<td>Cable castings</td>
<td>10</td>
<td>Fates &amp; Fortunes</td>
<td>92</td>
</tr>
<tr>
<td>Changing Hands</td>
<td>71</td>
<td>Fifth Estater</td>
<td>96</td>
</tr>
<tr>
<td>Closed Circuit</td>
<td>7</td>
<td>For the Record</td>
<td>78</td>
</tr>
</tbody>
</table>

In Brief .................................. 96
Law & Regulation ...................... 48
Stock Index ........................... 60
Monday Memo .......................... 22
Open Mike ................................ 20

Programming ............................ 44
Riding Gain ............................ 38
Technology ............................. 77
Companies in the communications industry find us easy to talk to. Because at Ohio based Society Bank, we've been providing communication-related companies with financial guidance and support for more than 40 years.

**When your station needs financing, we hear you.**

When radio and television station owners need funds for acquisitions, construction, or equipment purchases, they turn to Society Bank. Because our financing can be arranged to meet your company's cash flow and capital needs.

**For specialized retirement plans, give us the signal.**

The National Radio Broadcaster's Association (NRBA), with the aid of Society Bank, has developed a prototype retirement plan for use by its members.

For a retirement plan that will materially reduce your initial set-up costs, and minimize your ongoing administrative expenses, talk to Society.

**We can help you choose sound new investments.**

Our asset allocation system will help you define your objectives and determine the combination of stocks, bonds, and cash investments that's right for you. Our Relative Value Stock Selection (RVSS) technique has consistently outperformed both the Dow Jones Industrial Average (DJIA) and Standard & Poor's 500 Index (S&P500).

**We're investing in your industry's future.**

At Society Bank, we're doing everything we can to provide your industry with the financial products and services it needs. For more information or an appointment, call Kevan Fight in Cleveland at (216) 622-8613.

**Join us at the Hilton during the NRBA Convention in New Orleans, Suite 943, October 2-5.**
Turf
Jurisdictional dispute is brewing between Senate Commerce and Appropriations Committees over what to do, if anything, to head off FCC repeal of financial interest and syndication rules. Commerce Committee Chairman Bob Packwood (R-Ore.) says issue belongs there. Senator Ted Stevens (R.-Alaska), ranking member of Appropriations Committee, is thinking of offering restrictive measure as part of funding bill in Appropriations bailiwick, as was done in House last week (see page 28). Packwood is expected to protest Stevens's move in letters to Majority Leader Howard Baker (R-Tenn.) and Minority Leader Robert Byrd (D-W.Va.).

In the Pile
Dennis R. Patrick, associate director of White House's presidential personnel office, is still going to be nominated to succeed resigned FCC Commissioner Anne Jones, but paperwork is caught in bureaucracy. Background checks have been completed. Announcement is still expected "any time."

Bench Strength
As new season of first-run and off-network syndicated programs gets under way, first signs of new product to be offered to stations as backup or for 1985 seasonare beginning to surface. First-run series proposals include pack of game shows for prime access, including return of Jeopardy from King World Productions, which hopes to bank on early signs of success for its just-launched Wheel of Fortune; Price is Right from Viacom; return of Hollywood Squares from Orion, and second game show of Dating Game genre from Telepictures, which is producing show as backup for just-launched Love Connections but could market it next year if Connections is successful. Other first-run shows include youth-oriented soap opera targeted for early fringe from Telepictures. New off-network offerings are said to be Magnum, P.I., and Gimme a Break, from MCA-TV, Facts of Life, from Embassy.

Birds
Public relations departments at NBC and Comsat have been primed to announce contract by which Comsat would provide complete satellite distribution service for network, but last-minute problem in negotiations came up two weeks ago and put everything on hold. (Companies signed contract for service involving 24 affiliates last spring.) Comsat official said sticking point is "minor," but it will take meeting in New York Tuesday (Sept. 27) of Comsat President Irving Goldstein, NBC Chairman Grant Tinker and others to work it out. Official was confident contract would be set by end of this week.

Boston Deal
CBS is expected to announce this week sale of WEEI(AM) Boston to small group of Boston investors. One principal in buying group is current station vice president and general manager, Jack Baker. Purchase price will probably fall between $5.5 million and $7 million. WEEI(AM) has been on block since last April when CBS agreed to buy KRLD(AM) Dallas along with Texas State Networks from Metromedia for $27 million, putting it over FCC's seven AM station limit (Broadcasting, April 25).

Turner to Sue
Turner Broadcasting System plans to file lawsuit charging FCC with failure to act on TBS's petition filed three years ago to eliminate broadcast must-carry rules for cable. In U.S. District Court in District of Columbia, TBS plans to argue that FCC's failure to act constitutes violation of Administrative Procedures Act and that FCC could have used less restrictive means for regulating freedom of cable operators to choose content.

In the Wings
CBS Inc. spokesmen insist Chairman-President Thomas H. Wyman has no plan to give up presidency any time soon, but speculation about choice for that job persists anyway. Gene F. Jankowski, president of CBS/Broadcast Group, is often if not usually seen as front-runner, but he is not alone. Others mentioned last week: William Lilley III, corporate affairs vice president; Broadcast Group Executive Vice Presidents Thomas F. Leahy and Van Gordon Sauter; James K. Parker, CBS Inc. senior vice president and general counsel, and Peter A. Derow, president of CBS/Publishing Group.

Speculators tended to agree that Leahy's and Sauter's chances were better long-term than short, since they've just received major new assignments in reorganization of broadcast group, and that it might be similarly hard to promote Jankowski until group's reorganization has jelled. Speculation may be both idle and premature: CBS Inc. board said year ago, in announcing that Wyman would become chairman as well as president, that "no other changes in titles or positions within CBS are contemplated" (Broadcasting, Sept. 13, 1982).

Dickering
Mutual Broadcasting may be looking to sell WHN(AM) New York as well as its Chicago property, WCFL(AM)—availability of which has been known for some time. Viacom International is said to have made "informal" offer for WHN but reportedly balked at price tag of $15 million. Mutual is also reportedly thinking of including WHN with WCFL as package deal for potential buyer. Mutual Broadcasting senior vice president, Jack Clements, late last week denied that WHN was up for sale.

Sight Unseen
Peoples Republic of China has yet to send delegation to CBS/Broadcast International in New York to select programs for airing on that country's Central Television Network (Broadcasting, June 6). Delay, said to be caused in part by illness of Chinese communications minister, has not prevented two major-U.S.-based multinational companies from buying $300,000 packages of advertising time in time periods promised by CTN. Number of other companies, some Japanese-based, are said to be waiting for program selection. In accord with Chinese contract, CBS won't identify advertisers.

No Shows
A campaign to end South Africa's system of apartheid may soon try to enlist television syndication sales as weapon. Artists and Athletes Against Apartheid, whose executive committee includes actors/producers Joseph Bologna and Ivan Dixon and actor Tony Randall, plans to urge actors, producers, writers and directors to negotiate restrictive clause in contracts forbidding syndication of material to offending country. British Actor's Equity Association, actor's union, has for years prevented BBC and ITV from selling television or radio material there.
Escape from the everyday to far off places - to secret passions and perilous encounters - to lost worlds at the ends of the galaxy... and beyond!

Introducing LORIMAR II
25 major titles including:

PAPILLON • THE NEXT MAN
A MAN CALLED INTREPID
WHO IS KILLING THE GREAT CHEFS OF EUROPE
STUDS LONIGAN • STARCRASH
THE DARING DOBERMANS
THE MAN WHO WOULD BE KING
The HAVES

The merger of the Cable Health Network and Hearst/ABC's Daytime basic-cable program services is expected to be approved by the boards of the companies involved within the next few weeks. The proposed venture has been dubbed HAVES, which stands for Hearst/ABC-Viacom Entertainment Services, and a spokesman acknowledged that the new service will probably be launched around the end of the year. The program mix is currently being put together by a task force headed by Bruce Johnson, president of HAVES, and Mary Alice Dwyer-Dobbin, vice president, programing. The on-air title of the new program service has not yet been chosen, but Lifetime is said to be a leading contender.

In a separate development, negotiations between Hearst/ABC and Rockefeller Center Inc. and RCA Corp., which hope to sell their library of programing for The Entertainment Channel, which folded earlier this year, are said to be ongoing. Should a deal be concluded (and at this point the parties appear optimistic that one will), the TEC programing would be rolled into Hearst/ABC's ARTS cultural cable service, resulting in a "significant expansion" of that service's programing day from the present three-hour schedule.

Up for sale

The fate of Eastman CableRep, which was established more than three years ago, will be decided by the end of the month. William Burton, president of CableRep, said that he is now in negotiations with "an interested party" and should know soon if the sale of the representative company can be completed. Presumably, Eastman CableRep will be discontinued if no sale is consummated.

Burton acknowledged that advertising sales at Eastman CableRep have been sparse, with advertisers placing what he called excessive emphasis on ratings. He said he has confidence that a well-managed cable rep can survive but added that ERI Communications Group, the parent company, has no intention of pouring more money into CableRep. ERI also owns Eastman Radio, which represents radio stations.

"Our hearts are really into radio," Burton said. "We have been successful in radio sales for more than 25 years and that is an area in which we intended to concentrate our attention."

Follies time

The New York chapter of Women in Cable put on its second annual Cable Follies for a

Wheeler's big night. Cable leaders gathered at the Shoreham hotel in Washington last Wednesday evening to honor National Cable Television Association President Tom Wheeler in a particularly American way—by "roasting" him. The gala event, organized by the Washington chapter of Women in Cable, raised $15,000 for Washington's Capital Children's Museum. Richard Loftus, president of Trident Communications and the evening's master of ceremonies, led the official roasters in twitting Wheeler before a crowd of around 350 and a national television audience provided by C-SPAN.

Eddie Fritts, president of the National Association of Broadcasters, didn't attend, but sent Wheeler reminders of a medium older and more pervasive than cable: two pairs of rabbit ears (left). Loftus, who said Wheeler "ranks among the incurably tall," picked on Wheeler's personal habits, noting that he "dresses like Barbie's little sister" and changes his clothes three or four times a day and throws out his shoes as soon as they get scuffed. "Charles Walsh, a Washington communications attorney, suggested that the "superjock" image Wheeler tries to convey has little basis in fact: "Tom has a big collection of shirts and jackets with the names of different athletic events and wears them every chance he gets. But Tom's secret is that he almost never participates in [the events]." House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), who thought it "wonderful" to see Wheeler so "uptight," commented on his lobbying skills: "Tom is cable television's version of American Bandstand's Dick Clark. No matter what kind of music is popular, Tom can dance to it and sell it." On behalf of AT&T (or so he said), Wirth presented Wheeler with a push broom, which he thought looked a lot like him. Kathryn Creech, who worked for Wheeler at NCTA and who is now president of the Council for Cable Information, found her former boss to be an "executive's executive." "He has the ability to delegate all the authority, shift all the blame and take all the credit." Jack Valenti, president of the Motion Picture Association of America, thought he would fail the test: "Why is this man having a dinner? I never had a dinner." Jim Mooney, executive vice president of the National Cable Television Association, was restless: "Eight years [Wheeler tenure at NCTA] is a long time. If you're waiting for him to leave, it seems like a long time."
full house in the Grand Ballroom at the Plaza hotel, Monday evening, Sept. 12. The theme of this year's show was "mergers and acquisitions," according to Ellen Braver, manager, program and affiliate publicity, Showtime, who was co-executive producer of the program along with Linda Brodsky, vice president, public relations, Broadband Communications.

With song and dance routines, the Follies paid tribute to a number of industry executives, including NCTA President Thomas Wheeler; Drew Lewis, chairman and chief executive officer, Warner Amex Cable Communications; Ralph Baruch, chairman and chief executive officer, Viacom International, and Charles Dolan, chairman and chief executive officer of Cablevision Systems.

Some 470 cable executives attended the Follies, including Lewis, Kay Koplovitz, president, USA Cable Network; Tony Cox, president, HBO Network Group; Mike Weinblatt, president, Showtime; Bill Brennan, chairman and chief executive officer, Group W Cable; Bill Daniels, founding chairman, Daniels & Associates; Irving Kahn, chairman, Broadband Communications, and Kathryn Creech, president, Council for Cable Information. The '83 Follies cost between $30,000 and $40,000 to produce, with most of the funds coming from corporate sponsors within the cable industry.

Final award

The Los Angeles city council has awarded the city's south central cable franchise to ACCESS (A Community Entertainment/Services System), which is 20% owned by a group of local investors and 80% owned by Sun Cable, a subsidiary of the Los Angeles real estate and insurance company, Kaufman & Broad. ACCESS was the only bidder for the 210,000-home system, the last major franchise to be awarded in Los Angeles. The proposal was originally submitted to the city last December and a scheduled August decision by the city council was delayed to obtain more information about the firm's financial qualifications.

In a separate action, the council affirmed an earlier vote (Broadcasting, Sept. 12) to award the East San Fernando Valley cable franchise to United Cable Television. The council members turned down a proposal to impose new financial requirements on United put forward by council supporters of East Valley Community Cable, the losing firm. Construction of the 165,000-home East Valley system is expected to begin within the next 60 days.

New options. Four new services—children's, country music, public access and cultural programming—have been added to the Group W Cable systems serving the Los Angeles area franchises of Westside, Eastside and San Fernando Valley, effective Oct. 1. The services—Nickelodeon, Nashville Network and ARTS—will be offered as part of a "super basic" package. On hand for the announcement were (back row, l-r): John Jensen, Group W's Los Angeles sales/marketing manager; John Wasielewski, regional public affairs director; Marty Lafferty, programming VP; Craig Chambers, Group W Satellite division manager, and Cy Schneider, Nickelodeon VP. Front row (l-r): Robin Gee, public access coordinator, Norman Nelson, Southwest VP, and Curtis Davis, ARTS programming director.

"With the help of these 3 lines..."

☆ Happy Birthday Bob
3 hour extravaganza
for Bob Hope's 80th

My birthday was really a smash...

Bob

Hope Enterprises
Burbank, CA

It isn't every day that you get to celebrate 80 years of making America laugh. It isn't every ad medium that can keep delivering for over 20 years. But TV Log has. We've long used TV Log to promote Bob Hope Specials. Why? Because for over 20 years TV Log has worked. That's why when there's Hope, there's TV Log. TV Log, thanks for the memories.

TV LOG
The right time
The right place
The right audience

For more information about one or more of TV LOG'S 106 markets, please call (212) 687-0660

© 1983 Ion Communications

Broadcasting Sep 26 1983
WINNER OF 3 ACADEMY AWARDS
BEST ACTOR  BEST ACTRESS  BEST SCREENPLAY

On Golden Pond

when life is at its finest...
when love is at its fullest...

...and 15 Other Extraordinary Motion Pictures
Already Sold In Over 50 Markets

Los Angeles  KTLA
Dallas/Fort Worth  KTVT
Cleveland  WUAB-TV
Detroit/Windsor  CBET
Boston  WXNE-TV
Kansas City  KCMO-TV
Phoenix  KPHO-TV
San Diego  KFMB-TV
Atlanta  WATL-TV
Seattle/Tacoma  KSTW-TV
St. Louis  KPLR-TV
Baltimore  WBFF-TV
Nashville  WZTV
Sacramento/Stockton  KTXL
Hartford/New Haven/New Britain/Waterbury  WFSB-TV
Providence/New Bedford  WPRI-TV
Miami  WDZL
Chicago  WGN-TV
Houston  KHTV
Indianapolis  WPDS-TV
Orlando/Daytona Beach/Melbourne  WOFL
Columbus OH  WTTE-TV
Albuquerque  KNAT-TV
Grand Rapids/Kalamazoo/Battle Creek  WUHQ-TV
Greenville/Spartanburg/Asheville  WLOS-TV
Oklahoma City  KGMC
Macon GA  WMAZ-TV
Louisville  WDRB-TV
Dayton  WHIO-TV
Flint/Saginaw/Bay City  WEYI-TV
Washington, D.C.  WTTG
Little Rock  KARK-TV
Fresno/Visalia  KMPH-TV
West Palm Beach/Palm Beach  WPEC
Rochester  WROC-TV
Spokane  KREM-TV
Chattanooga  WDSI-TV
Youngstown  WKBN-TV
Tucson  KGUN-TV
Fort Wayne  WPTA
Lansing/Jackson  WFSL
Las Vegas/Henderson  KVVU-TV
Fargo  KXJB
Eugene OR  KVAL-TV
Boise  KBCI-TV
Mobile/Pensacola  WPIMI-TV
Jacksonville  WAWS-TV

...and more

ENTERTAINMENT with offices in:
NEW YORK LOS ANGELES LONDON TOKYO SYDNEY TORONTO PARIS
ROME MEXICO CITY and Principal Cities Around The World.
3M Co. ★ Scotch videocassettes will be promoted in 10-week flight in 10 major markets to start later this week. Spot television is part of $10-million advertising campaign, including network television and print media. TV spots will air in late news and major sports programming. Target: men, 25-54. Agency: Grey North, Chicago.

Doric Foods ★ Sunny Delight citrus punch will be highlighted in four-week flight to start varying dates in October in 34 markets. Commercials will be carried in early fringe, daytime, prime time and weather programs. Target: women, 18-49. Agency: Gumpertz/Bentley Fried, Los Angeles.


Turco ★ Gas heaters will be advertised in four test markets for six weeks, starting in early October. Commercials will run in fringe periods and on news programs. Target: men, 25-54. Agency: Grey North, Chicago.

Brooks Foods ★ Chili Hot beans will be featured in three-week flight to run in 17 markets in Midwest, starting in late October. Commercials will appear in daytime and fringe periods and on weather programs. Target: women, 18-49. Agency: Hutchins/Young & Rubicam, Rochester, N.Y.

Ralston Purina ★ Sup-R-Bloc cattle nutrient will be spotlighted in two five-week flights beginning Oct. 3 and Nov. 14, respectively. Spots will air in 38 Midwest and Southern markets during early morning daypart and noon farm reports. Target: cattle farmers. Agency: Advanswers, St. Louis.

Pepperidge Farms ★ Croissants will be featured in four-week flight to start in late October in four markets. Commercials will be carried in all dayparts during weekends and weekdays. Target: women, 25-54. Agency: Ogilvy & Mather, New York.


Wild Pair Shoes ★ Two-week flight beginning Nov. 21 will air in 80 markets in all dayparts. Target: women and men, 18-34. Buying service: Media Marketing Service, Chicago.

Perkins Restaurants ★ Four-week flights are scheduled to start in November in 25 markets. Commercials will run on radio in all dayparts and on television in early and late fringe and prime time. Target: adults, 18-49. Agency: Chuck Ruhr & Associates, Minneapolis.

Empire Vision Center ★ Fashion eyewear, contact lenses and family fittings will be promoted in fourth-quarter buys in Albany, Rochester and Syracuse, all New York. Ten- and 30-
OUR NEWEST PLUM.

PLUMS. OUR PROPERTIES AND OUR PEOPLE.
We proudly announce and cordially welcome our newest station, WGNO-TV, New Orleans.

TRIBUNE BROADCASTING Company

THE JEFFERSONS

And many more to come!

COLUMBIA PICTURES TELEVISION
second commercials will begin in morning drive time and continue until 7 p.m. on radio. On TV, 60-second spots will air in early morning, daytime, prime access and early and late news. Target: men and women, 18-plus. Agency: Herb Gross Inc., Rochester, N.Y.

Wicked Furniture Co. Campaign will begin Sept. 29 in four Eastern markets for four days. Commercials will air in evenings and weekends on radio and in varied TV daysparts according to market. Target: women, 25-49. Agency: Ed Libov, New York.

Broadcasting Publications Inc.
Lawrence B. Tasnoff, president.
David G. Young, vice president.
David R. Whitham, vice president.
James W. Heinrich, senior editor.
Phillip E. Bouchet, assistant treasurer.

The Fifth Estate

broadcasting Seo 28 1983

18

This week


Sept. 27—Programming seminar sponsored by Bay Area Cable Club and Northern California chapter of Cable Television Engineers. (Datebook) Muriel Heckman, (614) 228-8000.

--- Indicates new or revised listing


Sept. 27 —University of Wisconsin-Eastwinds 29th annual "Broadcasters' Clinic." Sheraton Inn and Conference Center, Madison. Wisc. (Father Vincent. (608) 298-2265.


Sept. 28—Radio Advertising Bureau retail and co-op workshop. Hilton Inn, Florida Center, Orlando, Fl.


Sept. 30—Oct. 2—Women in Cable and Television Southeast area conference. CLEARWATER, FLA.


October


April 27-3 May, 1984—MIP-IV TV international program market. Palais des Festivals, Cannes, France.


June 2-4—National Cable Television Association annual convention. Las Vegas, Nev.


Oct. 6—9 — National Black Media Coalition 10th anniversary media conference, "Trends, Changes and New Directions." Speakers include: FCC Commissioner Henry Rivera; Representatives Tim With (D-Colo.) and Mickey Leland (D-Tex.); National Cable Television Association President Tom Wheeler; Al Neuharth, Gannett; Joel Chasman, Post-Newsweek; Ed Pfister, Corporation for Public Broadcasting; and Felicia Jeter, CBS’s Nightwatch. Hyatt-Regency, Washington.


Oct. 11 — Technical seminar sponsored by Bay Area Cable Club and Northern California chapter of Women in Cable. Gallaghers, Jack London Square, Oakland, Calif.


Oct. 12—13 — National Association of Broadcasters’ 16th AM directional antenna seminar; Airport Marriott Inn, Cleveland.

Oct. 12—13 — Ohio Association of Broadcasters fall convention. Hyatt Regency, Columbus, Ohio.


Oct. 16—18 — North Carolina Association of Broadcasters annual convention. Marriott hotel, Raleigh, N.C.


Oct. 17 — Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences, media professionals series. Speaker: Pierson Mapes, president, NBC-TV-SI. Newhouse School of Public Communications, Syracuse, N.Y.

Oct. 18 — Connecticut Broadcasters Association annual meeting and fall convention. Wesleyan University, Middletown, Conn.


Oct. 18 — Southern California Cable Association meeting. Speaker: Ed Horowitz, vice president, operations, Home Box Office. Airport Hilton hotel, Los Angeles.

Oct. 18 — Radio Advertising Bureau retail and co-op workshop. Radisson Plaza, Charlotte, N.C.


Oct. 19—20 — Mid-America Cable TV Association annual meeting. Hilton Plaza Inn, Kansas City, Mo.


Oct. 21 — Caucus for Producers, Writers and Directors annual general membership meeting, Chasen’s, Los Angeles.


Oct. 21 — New York Women in Communications meeting

---

**Errata**

Application for new TV station on channel 25 at Rapid City, S.D., by Haynes Communications Co., incorrectly reported as submitted, in Sept. 12 "For the Record," page 72, is still pending.


Oct. 25—Marketing seminar sponsored by Bay Area Cable Club and Northern California chapter of Women in Cable, Gallagher's, Jack London Square, Oakland, Calif.


Oct. 25-27—International Broadcast Equipment Exhibition sponsored by Electronic Industries Association of Japan, co-sponsored by National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.) Tokyo Hyattosu Center, Tokyo.


Oct. 28—Syracuse University Student Affiliate of New York chapter of National Association of Television Arts and Sciences, "Distinguished Visiting Professor Lecture Series." Speaker: Bob Blackmore, VP NBC-TV Network Sales. S.I. Newhouse School of Public Communications, Syracuse, N.Y.


Oct. 29-Nov. 3—Society of Motion Picture and Television Engineers 125th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.


November

Nov. 1—Radio Advertising Bureau retail and co-op workshop. Holiday Inn, Albany, Alabam.

Nov. 1—Cabletelevision Advertising Bureau local advertising sales workshop. Airport Hilton, Seattle.

Nov. 1-3—Atlantic Cable Show. Convention Hall, Atlantic City, N.J. Information: Registration supervisor, Rock Inc., 6000 Grove Road, Tottori, N., 08086; (609) 848-1000.

Nov. 2—Radio Advertising Bureau retail and co-op workshop. Fairmont hotel, New Orleans.

Nov. 2—Cabletelevision Advertising Bureau local advertising sales workshop. Airport Hilton, Los Angeles.

Nov. 3—Radio Advertising Bureau retail and co-op workshop. Amfac hotel-Airport, Dallas.

Nov. 5—SPACE (Society for Private and Commercial Electronic Broadcast Systems), annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

Nov. 7—Syracuse University Student Affiliate of New York chapter of National Association of Television Arts and Sciences, media professionals series. Speaker: Bill Kurits, anchor, CBS Morning News. S.I. Newhouse School of Public Communications, Syracuse, N.Y.
This is one dish you can't put on a back burner.

Considering what satellite technology can do for a radio station, it's no wonder that satellite dishes are hot items.

They can make a correspondent on Capitol Hill sound like he's in your back yard. And they can give you enough programming flexibility to zero in on the most strictly defined target audience.

The best way to get access to an earth station? Turn to AP Radio Network.

We own, operate and offer the use of 900 functioning earth stations, making us the largest privately-operated satellite network in the world. So, very likely, you're within a local loop of one of our dishes right now.

We also offer a greater variety of news and information features— in long and short versions—than any other network. Those include our Business Barometer, Sportsline and our one-of-a-kind AgReport.

Plus, we deliver 200 actualities per day, many of them regional reports.

But the best thing about AP Radio Network is that you control the mix. Completely. So you can compose a unique blend of news and features, a blend that's most compatible with your own format.

You even control all of your own commercial time. What's more, you pocket the profit from every valuable second you sell.

So if you want to explore the very limits of radio technology, while enjoying unlimited programming freedom, contact Glenn Serafin, Broadcast Services Division of Associated Press.

(212) 621-1511.

Associated Press Broadcast Services. Without a doubt.
Cable and the quest for First Amendment freedom

All that talk about First Amendment rights for broadcasters is more tease than foreplay. It won't be delivered.

Now, this is not meant to be critical of FCC Chairman Mark Fowler, who has announced his crusade "to get the job done—to bring full First Amendment rights to broadcasters." I don't criticize because I still have relatives living there. And you know the rule: There have been bad commissioners. There will be bad commissioners. But there are no bad commissioners.

That rule carries all the ingredients of the message that there can be no true independence, no free speech, so long as there is a government agency to which the speaker or the publisher must look for privileges.

The tussle with the government over the source of rage—while the medium of public expression is as old as history, Totalitarian administrations go right to the jugular, taking ownership and direction out of private hands. Other administrations are more subtle; some that drift into relationships with the media end up silently but effectively repressing ideas.

Henry VIII, for example, thought licensing of printing presses appropriate for two reasons: (1) it would raise revenue and (2) it would keep things tidy. (The chances of finding a printer to back a book, pamphlet or handbill criticizing Henry VIII were on the order of those of that famous snowball.)

Today, regulation is less knavish, yet tuned to the conflict of a private ownership system saddled with public obligation to decency and decorum. Resulting inhibitions are as discernible and meaningful as those resulting from outright curbs on speech. To make the point blunt and a few hundred words of time (or the first, for that matter) you witnessed a serious criticism of the FCC over the air or in a prominent newspaper or journal? Now, I'm not suggesting that a knock is warranted. But if it were, do you really believe such a thing would be made of it on tonight's network news or in tomorrow's paper? That's because there is an FCC license at risk in there someplace.

How did we get that way? Well, when you part the thickest it comes down to this: Back in the old days, Congress perceived the problem with all those radio users falling all over one another. It created a new government agency called the Federal Communications Commission (strictly speaking, the Federal Radio Commission came first) to regulate in the public interest—saying the equivalent of, "We've got a problem here; do something about it." Before long, there were thousands of rules to control. How many volumes of case decisions with the force of law.

There is now a minefield that only the foolhardy moves across—at a pace less cautious than wary. And wary means, "Don't take chances," which is equivalent to: "Stick to baseball, hot dogs, apple pie and Chevrolet, and don't arouse anyone to an emotional pitch higher than slight annoyance."

The irony is that the social engineers—some of the nicest people in the world, and ordinarily outspoken defenders of the right to free speech—have been the inadvertent designers of this system. Hard lines on fairness, codes for phonograph record playing and advertiser satisfaction, and purification of radio and TV station owners' characters have bred a type of broadcast speech not foreseen by those first social engineers, who focused on the commission's 'responsibility for improved program service.'

Sadly, we may be terminally locked into the broadcast system. There's no escaping the evil of licensing, a ceremony that demands complete submission by the applicant. And rooting out precedent is accumulat-ed through application of rules full of mushy and boneless language looks impossible.

Does this signal the end of any hope for true journalistic freedom in the electronic media? The answer is no. There is an alternative, a real opportunity. Cable television is that hope. It is both cable and television, and can be valuable if we learn to overcome bitterness. But the FCC had better get cracking.

Other levels of government are rapidly moving to make cable systems in every city, county, town and hamlet serve at the will and fancy of local government.

The situation in the back country certainly doesn't encourage journalistic boldness. Who can expect investigative reporting of city hall shenanigans with broadcasters fighting for their lives and property at renewal time? Newcomers want to replace rather than compete. And in cable the franchising contest is conducted before local government bodies advised by "experts" who may not be able to tell you how to improve the picture your system distributes, but who are ready to show local officials how to extract more giveaways in the franchise process. Those same advisers also counsel cable operators on how to prepare for and survive the franchising process.

The advice? "Start early to be nice. Don't antagonize. Play up to the powerful. Smile a lot, or they'll get you."

The local process is far worse than anything visited on cable in the early days of federal intervention. Their brand of licensing, rate control and license renewal is developing an industry even less likely than broadcasting to accept the task of keeping government on its toes, open and honest. Government can fight wars, maybe even occasionally deliver mail. But it doesn't belong in the business of controlling the media.

Last year, former Mass Media Bureau Chief Larry Harris told a cable convention audience that if they were expecting local governments to deal fairly, "You'd better make new arrangements for your family." Harris was certain that the only solution was federal preemption, and he coaxed the conventioneurs to press it at the FCC. (Government officials often seem to be egging others on to undertake what they themselves could provide.) Harris zeroes in on federal pre-emption out of long experience with local governments. He is clearly on target, and only makes claim to what the commission already knows how to do.

And so the course is marked out and a finish line drawn. The spear carriers can do no more. It's now up to the featured players to prove that they're serious about freeing up an electronic medium with the means and the will to deliver to America the goods of a truly free press. Broadcast television is shackled to the mythology of spectrum and seems unable to escape. The cable technology has none of that handicap. The road to realization of full First Amendment rights is difficult enough. It makes sense, then, to start with something like cable that at least isn't weighed down by the laws of physics.

If the federal government will not come to the rescue, then cable will just have to press on alone. Profitability won't be affected so much as an unavoidable repetition of the broadcast experience will be guaranteed.

It may also teach you something about anticipation and disappointment.
The Popular Choice for '84.

It's Robert Guillaume as BENSON, from the people who brought you SOAP.

Available now for Fall 1984.

BENSON

A Witt-Thomas-Harris Production distributed by Columbia Pictures Television
ANNOUNCING THE ADVENT OF GALAXY II

The successful June launch of Galaxy I represented a commitment fulfilled to the cable industry. Galaxy II represents a commitment to the business industry.

Both of these communications satellites are cornerstones of an advanced telecommunications network developed by Hughes Communications called The Galaxy System.

With its launch, Galaxy II joins Galaxy I, 22,300 miles above the earth, to provide specialized voice, video and data communications service to the business community. Next June Galaxy III will be launched into space, becoming the third cornerstone of The Galaxy System.

A sophisticated terrestrial network of earth stations and microwave interconnect facilities complements this space segment. By locating earth stations in major metropolitan areas throughout the country, Hughes Communications can tailor service to individual customer needs.

That's why business industry leaders such as MCI Communications Corp. and IBM Corporation have chosen to utilize the Galaxy satellites and the associated ground network. They understand that from the outset Hughes Communications works directly with its customers to design a state-of-the-art communications network to meet specific customer goals.

The general business community no longer needs to compromise its long-term communications goals because of the limitations of existing networks. Galaxy II and the entire Galaxy System will make advanced communications technology work for the specialized needs of today's businesses.
Katz Sports Presents
THE OLYMPIAD

The award-winning series of Olympic Legends, Performances and Champions

Created by Emmy Award Winners Bud Greenspan and Cappy Petrash Greenspan

Hailed the world over as the finest sports programming ever produced for television

22 Hours are now available for January 1984

For more information call Pat Garvey Vice President/General Manager of Katz Sports
(212) 572-5252

Katz Sports. The best.
Taking the lid off multiple ownership

Commission issues rulemaking seeking comments on proposal to either eliminate ‘rule of sevens’ or drastically modify it; different standard may be devised for networks

Group owners interested in adding broadcast stations to their portfolios should probably start thinking about which ones they want.

For the FCC last week adopted a notice of proposed rulemaking aimed at eliminating—or at least loosening—its rule of sevens, which limits broadcast ownership to seven AM’s, seven FM’s and seven TV’s (no more than five of them VHF’s).

And although the vote broke 3-1 (with Commissioner Henry Rivera dissenting vehemently), the majority left little doubt that it is prepared to hack that rule as much as it can.

Precisely how the rule will be modified, the commission said, will depend on the comments that it invited. But two commissioners telegraphed an interest in special limitations for the networks. (Both commissioners James Quello and Mimi Dawson made a point of asking that the question of whether the networks should be subjected to different limitations be “spelled out” in the rulemaking. Quello added that he thought the proposal should stress the idea of encouraging competition for the networks.)

Rivera, in his first dissent to a notice of proposed rulemaking, said he couldn’t go along with the majority because of the notice’s “blatant” favoring of total elimination. “Lip service only is paid to other alternatives,” he said.

He also criticized the notice for failing to address the impact of the proposal on minorities and other new entrants getting into broadcast ownership. (The staff later said the item would be amended to ask that question.) “I really doubt the public will be better served by fewer players,” he said.

After the meeting, Rivera said he wouldn’t have had the same problem if the commission had only proposed relaxation of the limitations on radio. TV, he said, is “still a dominant medium.”

FCC Chairman Mark Fowler gave the item his endorsement. “It’s long overdue,” he said, noting the “tremendous changes” in the communications marketplace since the rules were originally adopted.

Steven Bookshester, the attorney for the FCC’s Office of General Counsel who presented the item, said that even the commission that originally put the current limitations into effect in 1953 had acknowledged their “arbitrary nature.” For starters, Bookshester noted, the limitations didn’t take into account the size of the stations’ markets.

The number of broadcast outlets has increased dramatically since then, and so has the availability of new technologies such as cable, he added. (He said the number of TV stations has increased from 199 to 1,127 since 1953 [a 469% increase]; AM stations had increased from 2,458 to 4,720 [92%], and FM’s from 686 to 4,532 [561%]. Cable penetration has increased from about 30,000 subscribers to about 30 million over the same period, according to the FCC.)

Moreover, the rule, which was intended to increase economic and programing diversity, may actually have a stifling effect, Bookshester said. The rule may be dampening the possibility of creating new networks; it also may be stifling new programming that could result from the economies of scale in production and distribution that might be had from permitting the formation of larger station groups, he said.

After the meeting, Bookshester said the broadcasting industry was “incredibly unconcentrated” compared to others. In 1972, he said, the top four cereal manufacturers had 90% of the cereal sales; the top four refrigerator manufacturers had 85% of the refrigerator sales. The top three group television owners, however, only had 14.2% of all TV station revenues in 1980, he said.

In its rulemaking, the FCC will seek comment on a range of alternatives from outright elimination to treating radio differently than TV, and networks differently from everything else.

As an “interim” step, the commission said it might consider increasing the ceiling to 36 radio stations and 14 TV’s (which an FCC attorney said would represent a proportional increase coinciding with the increase in numbers of those broadcast outlets since the seven-station limits were put into place in 1953).

Among the specific questions the proposal will ask is whether maximum diversity of ownership is necessary to spawn maximum diversity of viewpoints; what markets the
commission should be concerned with if it is to continue to involve itself with matters of economic concentration; how the FCC should assess the market for information diversity, and whether the commission should defer to the Department of Justice and the Federal Trade Commission on matters of economic concentration.

In a press release, the FCC said it "might" be appropriate to defer to Justice and the FTC on national antitrust concerns. It also said, however, it might choose to develop a methodology to assess economic concentration, "in the market(s) relevant to national broadcast ownership," to determine whether particular acquisitions might lead to unacceptable levels of concentration.

It added that it intended, "at the conclusion of this proceeding, to reduce its national broadcast ownership restriction ... to the maximum extent feasible consistent with the record developed."

After the meeting, Erwin Krasnow, senior vice president and general counsel for the National Association of Broadcasters, said the association's radio and TV boards already had approved a resolution to ask the FCC to consider revising the rule of sevens, with "the clear consensus" that the seven-station limitation is arbitrary. Precisely how the NAB will come down on the issue is unclear, however. That, Krasnow said, will be up to the NAB executive committee and the board. And Krasnow said they won't act until after the full text of the decision is released.

Said Preston Padden, Metromedia assistant general counsel: "We just think it's overdue."

An NBC spokesman declined to say how the network felt about perhaps being subjected to separate limitations, and released only a terse statement: "We believe the commission's restrictions are outdated. They were adopted many years ago when there were many fewer stations than today and fewer other media."

Bookshester said comments would be due 60 days after the notice is published in the Federal Register, which he said should happen within the next several weeks.

House Appropriations Committee passes Fazio amendment barring FCC from spending money to repeal rules; next day Tip O'Neill orders new bill

Hollywood scored a fleeting victory over the networks in Congress last week in the battle over the FCC's financial interest and syndication rules. The House Appropriations Committee—by a 26-to-25 vote—approved an amendment, attached to a stopgap spending measure (H.R. 367), that would prohibit the FCC from spending any funds for one year to repeal its financial interest and domestic syndication rules. The next day, however, Speaker of the House Thomas P. (Tip) O'Neill Jr. (D-Mass.) ordered the committee to come up with a new funding measure without special-interest amendments. A new resolution (H.R. 368), with the financial interest amendment missing, was introduced the next day.

A committee spokesman said the new resolution will come before the committee again but that no meeting was scheduled. (The 45-day funding measure is known as the continuing resolution and is intended to keep the government operating after Oct. 1, the start of the fiscal year.) The committee's action was just one of a series of legislative skirmishes between the motion picture industry and the networks over the repeal of the rules. Last week a five-year moratorium on any change in the financial interest and syndication rules was voted by the House Telecommunications Subcommittee (see below).

The amendment to the stopgap funding bill in the Appropriations Committee was offered by Congressman Vic Fazio (D-Calif.) and reflected the wishes of Hollywood producers, which oppose repeal of the rules. "Everything is on hold right now, we don't know what we'll do," a Fazio spokesman said about the replacement resolution.

The purpose of the Fazio amendment was to give the Congress more time to address the issue," said a spokesman for the Committee for Prudent Deregulation, which represents the producers. "If the commission weren't on such a fast track, we might not have had to pursue this route." The FCC is scheduled to issue a final decision on the rules before the end of the year. Last week it accepted another round of comments on its tentative decision (see story, page 48).

CPD opposes the commission's tentative decision, which proposes to abolish the rule that now prohibits networks from acquiring financial interests in programs they buy and modify the rule that has kept them out of domestic syndication (BROADCASTING, Aug. 8).

Several appropriations members rose in opposition to Fazio's amendment. Congressman Edward Boland (D-Mass.) argued that the legislators should not "interfere" with the FCC's judgment.

"Don't let anyone tell you that this is not a controversial matter. This kind of thing has no place on this bill," said Boland. Neal Smith (D-Iowa), chairman of the appropriations subcommittee with jurisdiction over the FCC, also objected to the amendment. Smith argued that the funding resolution will be much harder to move if it contains controversial amendments. Appropriations Chairman Jamie Whitten (D-Miss.) also voted against the measure.

The networks took strong issue with the Fazio amendment. "We deplore the committee's action to block the orderly process of rulemaking by the FCC, which has spent seven years considering the issues involved in this proceeding," an NBC spokesman said.

Also in the House, the Telecommunications Subcommittee, by a 10-to-4 vote, passed H.R. 2250, which would bar the FCC from changing the financial interest and syndication rules for five years. In August the subcommittee failed to mark up the bill (although 10 of the subcommittee's 14 members are co-sponsors), due primarily to the three commercial networks' successful lobbying campaign (BROADCASTING, Aug. 8).

Chief backers of the bill were Chairman Tim Wirth (D-Colo.) and the measure's author, Henry Waxman (D-Calif.).

Other subcommittee members, however, objected to what they called "trashing" the bill through. Representatives Al Swift (D-Wash.), Tom Tauke (R-Iowa), Michael Oxley (R-Ohio), and Matthew Rinaldo (R-Minn.)
N.J.), ranking minority member of the subcommittee, voted against the measure. They registered similar complaints during the last markup. The congressmen complained that the hearing record was inadequate and that they didn’t have enough information to make a decision. “I have a difficult time figuring out who the bad guys are and who the good guys are,” said Swift.

“I am voting against this bill not necessarily because I have made a decision on substance but because I don’t have enough information to make a decision,” Tauke stated.

Congressmen Wirth, Waxman, Edward Markey (D-Mass.), Cardiss Collins (D-Ill.), Albert Gore (D-Tenn.), Mickey Leland (D-Texas), John Bryant (D-Texas), Jim Bates (D-Calif.), Carlos Moorhead (R-Calif.) and Jim Scheuer (D-N.Y.) supported the bill. The measure is now referred to the subcommittee’s parent, the Energy and Commerce Committee. “We have the votes in the full committee,” said Waxman. But the bill’s opponents feel differently. They maintain that the measure may never come up before the end of the year because the committee’s agenda is full. The committee is faced with such unfinished legislative business as telephone legislation, broadcast deregulation and natural gas deregulation.

The subcommittee also passed an amendment that would void any action by the FCC after Aug. 1 and before enactment of H.R. 2250 if it is inconsistent with H.R. 2250. The amendment also exempts television networks other than ABC, CBS and NBC from being lumped with the big three in FCC actions.

CPD, a spokesman noted, will probably pursue the same legislative route in the Senate. The Senate Appropriations Committee is scheduled to mark up a continuing resolution this week, and Senator Ted Stevens (R-Alaska) is considering offering his own version of the Fazio amendment. Stevens is assistant majority leader, a ranking member of the Appropriations Committee and a member of the Senate Commerce Committee, which has jurisdiction over the FCC. It is uncertain just how successful CPD will be in the Senate Appropriations Committee. Chairman Mark Hatfield (R-Ore.), an aide said, is undecided on the issue. Sources familiar with the issues, however, say that Hatfield may be sympathetic to the producers’ concerns. Senator Paul Laxalt (R-Nev.), chairman of the appropriations subcommittee with jurisdiction over the FCC, is another key player but is reportedly undecided on the issue. Also in the Senate, Pete Wilson (R-Calif.) introduced a measure (S. 1707) that mirrors the House’s H.R. 2250.

Where they stood on Sept. 21

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joseph Addabbo (D-N.Y.)</td>
<td>Daniel Akaka (D-Hawaii)</td>
</tr>
<tr>
<td>Bill Alexander (D-Ark.)</td>
<td>Tom Bevill (D-Ala.)</td>
</tr>
<tr>
<td>Bob Carr (D-Minn.)</td>
<td>Lindy Boggs (D-La.)</td>
</tr>
<tr>
<td>Bill Chappell (D-Fla.)</td>
<td>Edward Boland (D-Mass.)</td>
</tr>
<tr>
<td>Julian Dixon (D-Calif.)</td>
<td>William Boner (D-Tenn.)</td>
</tr>
<tr>
<td>Mickey Edwards (R-Okla.)</td>
<td>Silvio Conte (R-R.I.)</td>
</tr>
<tr>
<td>Vic Fazio (D-Calif.)</td>
<td>Lawrence Coughlin (R-Pa.)</td>
</tr>
<tr>
<td>Jack Hightower (D-Texas)</td>
<td>Bernard Dwyer (D-N.J.)</td>
</tr>
<tr>
<td>Steny Hoyer (D-Md.)</td>
<td>Joseph Early (D-Md.)</td>
</tr>
<tr>
<td>Tom Loefler (R-Tex.)</td>
<td>Jack Edwards (R-Ala.)</td>
</tr>
<tr>
<td>Clarence Long (D-Md.)</td>
<td>Bill Green (R-N.Y.)</td>
</tr>
<tr>
<td>Joseph McDade (R-Pa.)</td>
<td>Bill Heferin (D-N.C.)</td>
</tr>
<tr>
<td>Matthew McHugh (D-N.Y.)</td>
<td></td>
</tr>
<tr>
<td>Robert Mrazek (D-N.Y.)</td>
<td></td>
</tr>
<tr>
<td>John Murtha (D-Pa.)</td>
<td></td>
</tr>
<tr>
<td>John Myers (R-Ind.)</td>
<td></td>
</tr>
<tr>
<td>John Porter (R-Ill.)</td>
<td></td>
</tr>
<tr>
<td>Carl Pursell (R-Miss.)</td>
<td></td>
</tr>
</tbody>
</table>

The following is the roll call on vote on the Fazio amendment.

William Ratchford (D-Conn.)
Edward Roybal (D-Calif.)
Eldon Rudd (R-Ariz.)
Martin Sabo (D-Minn.)
Bob Trayler (D-Miss.)
Charles Wilson (D-Tex.)
Sidney Yates (D-Md.)
Bill Young (R-Fla.)

William Lehman (D-Fla.)
Bob Livingston (R-La.)
Clarence Miller (R-Ohio)
William Natcher (D-Ky.)
David Obey (D-Wis.)
George O’Brien (R-Ill.)
Regula Perugu (R-Ohio)
Kenneth Robinson (R-Va.)
Harold Rogers (R-Ky.)
Neal Smith (D-Iowa)
Virginia Smith (R-Neb.)
Wes Watkins (D-Okla.)
Jamie Whitten (D-Miss.)

Not voting

Les AuCoin (D-Ore.)
Norman Dicks (D-Wash.)
William Gray (D-Pa.)
Jack Kemp (R-N.Y.)
Jerry Lewis (R-Calif.)
Louis Stokes (D-Ohio)

Wometco purchased for $842 million

Group owner MSO, and soft drink bottler is being bought by investment group that owns KTLA(TV) Los Angeles; with assumption of debt, price could hit $1 billion

The same group that paid the highest price in broadcasting history for an independent telecast station earlier this year has now agreed to pay $842 million for Wometco Enterprises, ending more than a year of guess- ing as to the fate of the Miami-based station group owner, MSO and soft drink bottler.

Wometco said last week that it had an agreement in principle to be acquired by a group of investors led by Kohlberg Kravis Roberts & Co. in a cash transaction valued at $46.50 per share. Including assumption of debt, the total deal is valued at more than $1 billion, Wometco said.

KKR is a New York-based investment banking firm founded in 1976 by Jerry Kohlberg, Harry Kravis and George Roberts, all former partners in the Wall Street investment banking firm of Bear Stearns & Co. In October 1982, the firm broke into broadcasting by announcing it had reached an agreement to acquire KTLA(TV) Los Angeles from Gene Autry and The Signal Companies for $245 million (BROADCASTING, Nov. 1, 1982). By the time the deal closed this spring, KKR had assembled a group of institutional investors, pension funds and insurance companies as part of a leveraged buy-out vehicle—which is where the investors put up very little of their own money—to acquire the station. In a leveraged buy-out most of the purchase money comes from a loan which is secured with the assets of the company being purchased and the loan is paid from the company’s earnings.

Wometco said the agreement calls for the acquisition to be achieved by a merger between Wometco and a new private company to be formed by KKR. Like the KTLA deal, it will be structured as a leveraged buy-out and the acquiring corporation will be owned by KKR and other investors.

Wometco also said that certain members of its management and directors “will have the opportunity” to become investors in the acquiring corporation.

In addition, KKR also announced that upon consummation of the deal it would cause Wometco Enterprises to acquire the outstanding stock of Wometco Cable TV Inc. for $25 per share. Wometco Cable TV is publicly traded over the counter and 86% owned by Wometco Enterprises. There are about 1.1 million shares not owned by Wometco Enterprises. Wometco Cable owns or is building 46 systems in 159 communities with a total of 253,000 basic subscribers. Cable revenues in 1982 were $46 million.

The agreement also stipulated that should Wometco accept a tender offer from “another company on more favorable terms,” it will pay KKR 35 cents per share “plus certain expense reimbursements.”

For the first half of this year, Wometco reported operating income of $12,022,000, or 69 cents per share, on revenue of $228,457,000. The company’s 1982 revenue totaled $493,400,000. Of 1983’s first-half revenue, broadcasting accounted for 15.7%, cable 11.1% and subscription TV operations 6.8%. Brokers and analysts estimate the value of the station group, which comprises four V’s, two U’s, both of which are STV operations, and an FM, to be in the range of $300 million to $325 million.

Wometco, founded in 1925, has been the target of considerable speculation since its founder and chairman, Mitchell Wolfson, died last January. About one-third of the
company is still owned by his heirs, who are not involved in the day-to-day operations and whose interests are represented by current Chairman Elton Carey, a family member by marriage.

Although Wall Street analysts have debated the value of Wometco's stock over the past year as various potential suitors were identified—Coca-Cola at one point was said to be interested because Wometco is a major Coca-Cola bottler—they seem to accept the KKR proposal favorably. Mario Gabelli, president of Gabelli & Co., pointed out that plus or minus a dollar on a per share estimate in the end didn't mean much in a $1 billion-plus transaction. He said that the “management of Wometco did a responsible thing” in accepting the KKR offer, which leaves room for the current management to stay in place.

He called the leverage buy-out a “perfect solution” and a “very soundly conceived deal,” and $46.50 per share a “fair value.” Wometco stock on the NYSE closed Wednesday, Sept. 21, the day of the announcement, at $42.50 per share, down 25 cents. Wometco Cable in OTC trading closed at $23.75.

The agreement is still subject to a definitive agreement and FCC, shareholder and various other government approvals.

Minorities' role in broadcasting headlines hearings on Capitol Hill

Leland and Collins announce plans to introduce legislation blocking the FCC from repealing rules on multiple station ownership

The role of minorities in the media and the impact of broadcast deregulation on minority participation in the industry were the focus of two days of congressional hearings last week. The House Telecommunications Subcommittee, in conjunction with the Black Caucus Communications Braintrust, held the hearings, which featured leading black actors, producers, broadcasters and activists.

Representative Mickey Leland (D-Tex.) chaired the first hearing where witnesses called for legislation that would enlarge the role of minorities in broadcasting and motion pictures. The witnesses, led by actor Sidney Poitier, also asked the legislators to investigate what they alleged was a “conspiracy among producers, networks and studios to exclude minorities from fair and meaningful participation in motion picture and TV programming.”

Robert Hooks, chairman of the National Alliance for Black Advancement in Communication, warned that if the treatment of minorities doesn't improve soon, a boycott of the motion picture and television industries may ensue.

"Such callous, willful disrespect and unfair treatment by the telecommunications in-

dustry may not, by itself, cause a long, hot summer, but it could bring about a long, cold winter, in which blacks and other minorities combine their resources, collectively deciding not to patronize the film and broadcasting industry, collectively deciding not to support those advertising sponsors," Hooks said.

Leland and Representatives Henry Waxman (D-Calif.), John Bryant (D-Tex.), Jim Bates (D-Calif.) and Subcommittee Chairman Tim Wirth (D-Colo.), shared the witnesses' concerns. They indicated that minority participation in the telecommunications industry would be included in the broadcast deregulation legislation expected to emerge from the subcommittee next month. Republican subcommittee members, however, do not appear to agree. Representative Carlos Moorhead of California was the only Republican on the subcommittee present during the hearings.

Leland called the record of minority participation in the television industry "abysmal." He charged the industry with failing to adequately portray minority life in America. "I am concerned with the impact television programing has on the minds of our populace at large, but I am particularly concerned about the effect this programing has on the young, both minority and nonminority," said Leland. The richness and vitality of the minority experience in America is rarely, if ever, depicted on television. Because of this omission, the American public is denied the opportunity to view realistic and socially meaningful programing and young children of all races are denied minority role models," Leland said.

Leland restated his charges later that day to members of the National Association of Black Owned Broadcasters (see page 66).

Willis Edwards, president of the National Association for the Advancement of Colored People, also criticized the industry. "The minority entrepreneur who has sought to supply the networks with programing can account for only .0086% of prime time hours for the past 15 years," Edwards said.

Wilhelmina Reuben Cooke, Citizens Communications Center, argued against the removal of ownership restrictions. "Any deregulatory legislation proposed by this subcommittee must also be tied to strong ownership restrictions and EEO regulations," said Cooke, "if fulful and effective minority participation throughout all phases of the telecommunications industry is to be more than today's media event."

The Hispanic view was also offered to the hearing. Arnoldo Torres, national executive director of the League of United Latin American Citizens (LULAC), said the roles given to Hispanic actors and actresses inget stereotyping. Further, these negative role models provide bad influences [for] Hispanic children to follow as they grow and strive to become productive members of society," Torres said.

Peggy Charren, president, Action for Children's Television, asked the legislators to establish minimum time requirements for children's television. She also called for retention of the FCC's financial interest and
domestic syndication rules to encourage diversity of TV producers. "Leased access is another way of keeping control of those 50 or 100 cable channels in more hands than that of the cable operator," Charren said.

The impact of broadcast deregulation on minority participation in the media was the primary focus of the second hearing, chaired by Congresswoman Cardiss Collins (D-Ill.). During the hearing Leland announced that he and Collins planned to introduce a bill that would block the FCC from repealing its own ownership rules.

Collins stressed the importance of the comparative renewal process, saying it is a "valuable tool" for minorities. "Minorities or another way by which to keep the competitive behavior of the industry in check," she added, "will also help minority ownership and participation in the industry." Cable legislation, she added, must also address the same issues.

The congresswoman praised the National Cable Television Association and its president, Thomas Wheeler, who also testified, for initiating discussions on including EEO requirements in the cable bill. A cable bill is expected to emerge from the subcommittee this week. Although NCTA has not agreed to specific language, Collins and Leland were encouraged by the discussions.

Collins, however, blasted the broadcasting industry for failing to meet the needs of minorities. She accused the National Association of Broadcasters of refusing to discuss EEO language. Erwin Krasnow, NAB senior vice president and general counsel, denied the charge during a question and answer session with the congresswoman. He said the association would favor an affirmative action plan rather than specific EEO language.

Krasnow noted that NAB favors provisions in Leland's and Collins's bill (H.R. 1155) that would codify the FCC's tax certificate.

SNC and CNN Headline News talking merger

Discussions are under way to combine Group W/ABC service with Turner's second offering since both are losing money.

A merger between CNN Headline News and Satellite News Channel? Although from a business standpoint it would seem the logical course to pursue due to the losses that both services are still incurring, most in the industry would scoff at such a proposal, given the backbiting, mudslinging and general ill will that has existed between Turner Broadcasting System and Westinghouse Broadcasting and Cable, since Group W, in partnership with ABC, announced plans to launch SNC more than two years ago. Nevertheless, both sides confirmed last week that the possibility of a merger between the two cable news services was being explored.

Daniel Ritchie, chairman and chief executive officer of Westinghouse Broadcasting and Cable, said reports of the talks were "accurate," but declined to elaborate on the nature of the talks that have gone on so far, except to indicate that they evolved out of meetings between lawyers for both sides who are attempting to settle out of court a lawsuit initiated by TBS charging anticompetitive behavior by Group W in attempting to keep both Turner's Cable News Network and CNN Headline News off certain Group W cable systems. Group W, in turn, counter-sued, alleging anticompetitive behavior and harassment by TBS, not only against Group W, but also against certain cable systems, if they carried the SNC service.

One high-level executive at TBS was a little more informative than Ritchie. "The talks are very serious," he said, although he added that there is a "long road" ahead before any definitive agreement is reached. Nevertheless, the TBS executive expressed optimism that a deal would be reached. "The principals want to do it," he said, "and there's over a 50% chance" of putting something together in the next several months. "It may take some time because you've got to get the financial people and the lawyers in these."

It may also take "some time" because TBS Chairman and Chief Executive Officer Ted Turner has fairly exacting demands on the table for any deal that's struck. Essentially, he wants SNC, as an entity, out of the picture, with some form of partnership being formed between TBS and Group W/ABC to operate the surviving CNN and CNN Headline News services. Details as to what roles the parties envision taking on and of the equity split among the companies in a possible partnership remain unclear.

And while the SNC executives were reserved in their comments about whatever talks have gone on so far, they may have a more compelling reason to embrace the merger concept than just the $35 million they expect SNC to lose this year—a possible erosion within the ranks of the 25 regional broadcast affiliates, which provide SNC with hourly news reports. It's understood, for example, that the affiliates serving the metropolitan New York and southern California regions—WNEW-TV New York and KTTV-TV Los Angeles—both owned by Metromedia, will pull out of SNC soon. An SNC spokesman said that he was not aware of that development or of any other defections.

One related development, however, could scotch merger plans between SNC and CNN Headline News. That would be a marriage between TBS and Metromedia, which has news ambitions. Conversations between those two have occurred recently, which could explain the forthcoming withdrawal of WNEW-TV and KTTV-TV from the SNC operation as well as closer ties between CNN and Metromedia's news division.

Time trims teletext expectations. Time Inc. President J. Richard Munro, fresh from witholding Time's TV-Cable Week magazine as a $47-million loss (BROADCASTING, Sept. 19), indicated last week that the company's near-term enthusiasm for teletext is cooling, too.

"You'll see us wining [teletext] down," Munro was quoted as telling a luncheon audience at Durham, N.C. "We got into it too soon."

He emphasized, however, that "I'm not announcing the closing of teletext today.

The remarks, off the cuff after a speech at a Duke University colloquium, were quoted in a story in the Washington Post. Through a Time Inc. spokesman, Munro subsequently confirmed the accuracy of those and other statements attributed to him in the story but said they were taken out of context and conveyed an impression inconsistent with the thrust of his speech.

Munro also said that although he had used the phrase "wining down" in connection with Time's plans for its teletext tests, it was "too strong" a term and that Time certainly has no plans to close its teletext tests. The tests are being conducted in cable systems in Orlando, Fla., and San Diego, and the plan has been, and is, according to the spokesman, to continue them into 1984.

In his off-the-cuff remarks at Duke, Munro gave one clue to the findings of a Time teletext study saying the typical subscriber used the teletext service only 15 minutes a day. "We're still exploring consumer demand here," he said, "and teletext may be ahead of its time—but we think we're onto something important."

Munro said that "clearly Time Inc. is betting on a bright future for the communications industry. And it will be a bright one. But I also know that it won't be without a lot of false starts, miscues and outright failures."
For some news directors attending the Radio-Television News Directors Association's 38th annual conference at Caesars Palace, the sessions offered proof—for those who needed the reassurance—that they are emerging as a major, respected force in the industry.

The conference, which has served so often over the years as a forum for network executives and newsmen who hammered hard at their pride and egos in speeches about incompetence and blow-dried anchors, last week offered a platform for a network executive who came to praise them. Not that there wasn't a target for another network executive's invective—but it was the newspapers. And the news directors loved that speech.

Even the radio news directors—who over the years have felt increasingly isolated from the main stream of an organization that see done answer that visioned—were given recognition. A state-of-the-art radio studio—a facility that had been acquired by KSL(AM) Salt Lake City and that was being shipped there after the show—was a major feature of the conference.

It wasn't that the news directors had reason to believe it was all smooth sailing. The attacks on the media through the courts were a matter of concern. There was a vigorous, some would say healthy, debate among corporate public relations types and news directors at a session on the relationship between PR experts and the media. But the one problem that may have dominated all others in the minds of the news directors was the fallout from the Christine Craft case (see below). Sig Mickelson, the first head of CBS News and Sports, in accepting the RTNDA Distinguished Service Award, said he was "appalled" by what had come out at the trial of Craft's suit against Metromedia Inc.

For all of that, one of the memories many of the news directors were taking with them from Las Vegas was the message of Edward M. Joyce, the new president of CBS News, who delivered the keynote address. The main thrust of the speech was the problem litigation is causing CBS and the rest of the media. But he also had some kind words for the local news directors.

"What has not been noted often enough," he said, "is the unifying effect local radio and television news exerts on local communities. "In these past several years of severe economic difficulties across America, for example, local news operations have often performed heroic services," Joyce said. And it wasn't only in emergencies that they make their presence felt. He cited BROADCASTING's July 25 special report on local television news operations, and said the number of accomplishments summarized was "startling."

One of those impressed by the speech was Jim Snyder, news director for the Post-Newsweek Stations Inc. "Here's a network guy saying something nice about local news," Snyder said later. "They're learning. In past sessions, it was customary for network executives to knock local news."

If Joyce was the nice guy, Don Hewitt, executive producer of CBS's 60 Minutes was the tough guy. He ripped into newspapers for what he saw as the hypocrisy of their attacks on television news, particularly local television news. But he didn't let the occasion of his luncheon speech pass without offering a plug for electronic news. Given the amount of information it provides, he said, "This is the golden age of television news." And he included local television as among the elements contributing to it.

Critiquing the Craft case

Several hundred broadcast news directors filled one of the larger meeting rooms of Caesars Palace, in Las Vegas, last Thursday, in hopes of learning the answer to one of the most vexing questions plaguing the local television news business these days: What does the Craft decision really mean? At the conclusion of the two-hour panel session, which ran into the dinner hour, one of the prime features of the RTNDA annual conference, was the old-fashioned one that honesty is the best policy in management-employee relations. But the news directors also heard that the "black eye" dealt local television by the outcome of the trial was undeserved.

Christine Craft, who won a $500,000 judgment against Metromedia Inc. on the ground it had dealt with her fraudulently, was not present. Skip Haley, of WSPA-TV Montgomery, Ala., who moderated and produced the panel, said she had not been invited because of a determination not to "retry" the case. However, one of the panelists, representing the consulting field, was Willis Duff, of Audience Research & Development, of Dallas, the consulting firm that provided Metromedia with the research that resulted in its decision to demote Craft from her co-anchor job at KMBC-TV Kansas City, Mo., to reporter. Duff took the occasion to make the public defense AR&D had decided against making while the trial was under way.

Craft maintains that Metromedia has said it was interested only in her credentials as a journalist when it hired her for the co-anchor job on Dec. 2, 1981, but demoted her nine months later after deciding, she said, she was "too old, unattractive and not deferential to men." She quit, rather than accepting the reporter's job, and sued Metromedia. A federal court jury agreed that Metromedia had been guilty of fraud.

Sig Mickelson, the CBS News pioneer who received the RTNDA Distinguished Service Award, helped focus attention on what was already a matter of surpassing interest at the conference, with his remarks in accepting the award, on Thursday morning. He said he was "appalled" at what had come out of the Craft trial. He said the evidence indicated that appearance was "the number-one qualification," and that no mention was made of any importance being attached to journalistic competence. And he said it appeared the aim of television news is to "create the illusion of credibility, not credibility itself."

News directors, he said, "are the key link in the chain of decision-making in a democratic society. If only the illusion of credibility is created, then the purpose of the news director is lost."

But Duff said there had been "two Christine Craft trials"—one in the court and one in the media—and whatever happened in court, Metromedia had lost in the media. He said the media's "distortions" have caused much of the "fallout" now afflicting local television news. As an "institution," he said, it "has taken a bad and undeserved rap." For Craft's allegation as to the reason for her demotion—an allegation that has led the public to believe local news directors and stations "are antijournalist, ageist and sexist"—"has no basis in fact."

Duff said the consulting firm had decided, on the basis of "client relationship," not to accept offers to present its side of the case on Nightline or Donahue, during the trial. Given a second chance, he said, the response would be different, for the press failed "to present a balanced picture." And while the guidelines for the panel were designed to bar retribution of the case, Duff proceeded to attack Craft's allegation.

"At no time in the research or in the consulting firm's recommendations to the client," he said, "was there a word about age." He said he had reviewed all the research. As for the charge that Craft was "unattractive," he said Kansas City viewers did not find Craft unattractive but did feel she did not like Kansas City, and preferred her hometown of Santa Barbara, Calif. As for her attitude toward men, Duff said Craft had
problems with colleagues on the set—"she stepped on their lines"—and injected herself into situations about which, Duff said, she had little knowledge—and the colleagues "happened to be men."

But those arguments aside, what does the decision mean to the news director faced with a decision of whether to hire a woman as a reporter or anchor, or fire one? Mary McCarthy, of WYFF-TV Greenville, S.C., one of the few women news directors in the country, had no hard answer. But she expressed conviction that—contrary to the claims of victory of some in the women's movement—the Craft decision "may have done a disservice to women in the industry." She said she had heard news directors talk of a "return to conservatism" in hiring women. "People are getting worried," she said. "I'd hate to see them more conservative in putting women on the air."

One point on which she and other broadcast industry representatives on the panel—Gail Westrup, anchor and producer at KLAS-TV Las Vegas, and Joel Chaseman, president of Post-Newsweek Stations Inc.—agreed was that the Craft decision would require management to be more forthright and honest in dealing with employees and prospective employees. No more easy promises to a hot reporter prospect about an assignment covering Afghanistan, McCarthy said.

Westrup who feels the generation of young women beginning careers in broadcast journalism has "a lot to look forward to," nevertheless feels management must be frank in dealing with staffers. "We're there as communicators," she said. "If you want us to be actors instead of reporters, say so." She also thought management should step in at the first sign of ratings slippage to offer assistance to an anchor.

To Chaseman, "the flip side of the Christine Craft story is that part of what is going on is because the opportunities for women [in broadcast news] have accelerated, and in hiring women as reporters and anchors, mistakes are made." And if "the only effect of the case is to make management more rational and honest," he said, "it will have had a more positive effect. You should help people," said Chaseman, a former news director. "Be rational, careful and calculating when it comes to setting up criteria for a job or changing standards."

For all of the headlines and broadcast time the Craft case consumed, it was not the first case of its kind. The plaintiff in a similar suit filed seven years ago was in the audience—and helped make the point that men are not immune to the kind of discrimination Craft says she suffered. Ralph Combes, who had been anchor for KWTY(TV) Oklahoma City, stood up to relate the story that attracted very little attention at the time—how he was fired because he used the term "younger demographics," not because he was not performing well, and how he sued in court and won a jury award for back pay (BROADCASTING, Aug. 2, 1976). But the judge did not order the station to reinstate him. With some minor variations—and the major one of the gender involved—the Craft case was one of deja vu for Ralph Combes. He is now with KOCY(AM)-KXYZ(FM) Oklahoma City.

State of the art newsroom. Among the exhibits of the RTNDA conference in Las Vegas last week was a state-of-the-art radio newsroom, consisting of equipment and software available to today's news departments. Highlighting the exhibit was a telephone talk show production studio designed by Pacific Recorder Engineering of Carlsbad, Calif., for future installation at KLAI(S) Salt Lake City, following the convention.

On Thursday and Friday nights, the studio was used for a live broadcast of The Bob Lee Show over KLAI, including listener call-ins and interviews at the convention site with news executives. The program originated from Las Vegas from 5:30-11 p.m. both nights. Topics included the state of radio news nationally and the implications for television of the Christine Craft case.

Pacific Recorders had other studio equipment on display, as did computer system manufacturers, wire services, and recording equipment suppliers. A special listening post was set up to allow private monitoring of radio news networks and feature productions.

The radio production complex—a first at an RTNDA convention—allowed radio news directors to obtain hands-on experience in the use of newly-available equipment.

The journalist as defendant

For local broadcast journalists attending the Radio-Television News Directors Association annual conference, in Las Vegas last week, the word from the network executives was that the problem the media currently face is not a hostile government—that problem of other years—or an indifferent public but costly litigation. And the executives spreading the word were with the network most painfully aware of that fact—CBS.

"This new legal climate demands of us all not only our traditional devotion to accuracy but also a new vigilance in defense of our professional rights," said Edward M. Joyce, the new president of CBS News, in the keynote address, on Thursday. And Gene F. Janowski, president of CBS/Broadcast Group, in remarks before the RTNDA board and news directors of CBS-owned and affiliated stations, said the suits filed against the news division's operations will not cause the network to flinch. "We will take on the tough cases, come what may," he said. "We are not going to back away from the fire."

CBS has been vigorous in its defense of what it perceives as its "professional rights." Earlier this month, it won an important round in a case in which a federal judge in New Orleans had sought to force the network to submit for review, prior to broadcast, the transcript of a 60 Minutes segment. It won a jury verdict in a case in which a Los Angeles doctor was suing for libel because of another 60 Minutes piece. And it is now defending itself in a $120-million libel suit brought by retired General William Westmoreland because of a CBS News documentary on alleged doctoring of enemy troop strength estimates during the Vietnam war. Joyce—substituting for ABC's David Brinkley, who was unable to fill the keynote's role because of an assignment in London (he was interviewing Prime Minister Margaret Thatcher)—saw the filing of such suits against news organizations as "becoming fashionable." What's more, he expressed the view that the courts are not "unreceptive" to them. But he also noted that, in fighting them, CBS has an advantage—the necessary financial and legal resources.

"The great threat facing journalists today," he said, "is not the cases that are won by the plaintiffs; it is the cases that are settled out of court because the news organizations cannot afford the expense of a lengthy trial, or worse than that, the news stories are never on the air because of the fear of a libel suit against the news organization."

Late-breaking results. Lou Adler of WORAM New York was chosen president-elect of RTNDA late Friday (Sept. 23) afternoon, during the association's annual convention in Las Vegas. He defeated John Span of W ELECT TV Baton Rouge, La., by a vote of 139 to 127, in the group's largest voter turnout.
**Hewitt hits back at newspaper criticism**

In speech at RTNDA, '60 Minutes' executive producer answers print attacks on broadcast news

For 35 years, resentment of what he considers being told by newspapers how to do his job has been building up in Don Hewitt, executive producer of CBS News's 60 Minutes. Last week, in a luncheon speech at the RTNDA conference, he let it all boil over. His speech, for the most part, was a lecture that television journalism is being bombarded with rocks thrown by people living in glass houses. To the news directors in the audience, the attack on the press was a tonic to which they responded with applause and laughter.

Hewitt made his point with several examples.

He noted that the New York Times, in a recent follow-up to the Christine Craft story, said that "local television news is influenced by show business values" and that journalists "who make it on camera as celebrity anchors" have been hired not because of their journalistic skills "but because they lure people to their channels just as surely as Clint Eastwood lures them to his movies."

But Hewitt noted that newspaper did not report that the Times owns three television stations—"complete with what the New York Times calls 'celebrity anchors' to lure viewers to its channels . . . ."

And if "the quality of reporting at local television stations is incidental to making money," he added, "what . . . has the Times done to see that at the stations it owns that is not the case, that at their stations the quality of reporting is what counts—not financial success?" Surely, he said, a news director at a Times-owned station will soon be out of work if his anchors do not lure viewers to his channel.

Then Hewitt cited an editorial in the Aug. 11 issue of the Memphis Appeal, which, as he noted, is a Scripps-Howard publication. The editorial asked, "How many old, fat, balding men appear on screen each night reciting the news?" Hewitt replied to the question with one of his own: How many men of that description are seen on the screen each night reciting the news on, for instance, WMC-TV, the Scripps-Howard station in Memphi's? Not many, baby?"

The stir created in the press when it was announced that ABC would pay Barbara Walters $1 million a year still rankles Hewitt. He recalled his "newspaper friends" saying, "It just isn't right, it just isn't right." Well, he asked, if it is not proper to make money from journalism, "how do you suppose the Hearsts, the Scripps, the Howards, the Chandelers, the Grahams, the Sulzbergers and the Luces managed to amass those fortunes?"

Hewitt also suggested that newspapers and broadcast news organizations are driven by forces that are compelling. "If the CBS Evening News were the name of a newspaper and the New York Times were the name of a news clip," he said, "we'd most likely end up running our newspaper like the New York Times and they'd most likely end up running their newscast like the CBS Evening News."

Which led Hewitt to a journalistic judgment that puzzled some in his audience. If the Evening News did put out a newspaper, he said, it would indeed "stoop" to having a columnist on the staff "beating up on television"—"not because there is any sound journalistic reason to have one . . . ." Journalistically, it's baloney." But "financially," he said, "it makes nothing but sense." He said television newscasts do not run "newspaper columns" because "no one gives a damn."

For all of that, Hewitt said he does not object to newspapers writing about television news. What he objects to is that the writing is done by a columnist "whose area of expertise is Gomer Pyle. "Who else but a television columnist is an expert one day on David Bowie and the next day on David Brinkley?" he asked. "Who is good enough to be that?"

Hewitt didn't spend all of this time on the attack. He said television is providing an enormous amount of news every day, several times a day. And while he cited primarily network programs, he noted that local television stations offer several hours a week—in some cases several hours a day—of news. "Take it from someone who has been in television since 1948," he said, "this is the golden age of television news." ■

---

**The 'can't live with 'em, can't live without 'em' relationship between journalism and public relations**

RTNDA panel airs complaints and suggestions from news and PR people

Corporations must overcome a level of mistrust among journalists that is higher than that accorded other major American institutions, including the government, argued members of a panel representing the public relations experts for some of the nation's largest industrial concerns at the RTNDA convention last Thursday. "Why is business singled out for such scrutiny," asked Phillip Schneider, a public relations executive for Dow Chemical Co.

Typical among responses from news directors during the two-hour session was the comment: "I get very tired of doing commercials for companies. Is that what you want from us?" Herbert Schmertz, representing Mobil Oil Corp., conceded that "99 out of 100 times" the material put forward by a corporation's public relations office will be favorable to the company, but asked, "Where else can you get it?"

In reaction to the declaration by many radio news directors in the room that they did not accept "audio hand-outs," Schmertz urged them to "let the public make the judgement" about the value of such material. "Why must you be the gatekeepers?"

Schmertz used the example of 1973 reporting during the oil crisis on oil company profits. He accused the broadcast media of not doing their homework in determining whether or not the profits were truly extraordinary, where they came from and how they compared with those of other industries. The alleged shortcomings in reporting have prompted Mobil to allocate $7 million to $8 million a year for issue-oriented advertising, according to Schmertz, and employ seven people full time for news media relations. And Schneider said Dow has started an aggressive information campaign directed at news directors that will employ three staffers full time.

The most intense debate centered the distribution of prerecorded interviews or sound actualities by PR offices to stations. Most news directors denied using such material. One implied he would not even listen to any such material, leading Schmertz to counter: "That seems anti-intellectual . . . .I'm not suggesting that you put it on the air. I'm just saying, as a journalist, you might be interested in hearing what the company has to say."

Another news director in the audience advised the company representatives that many stations may actually pretend to tape "canned" audio feeds, "just to get you off their necks."

George Glazer, of the New York-based public relations firm, Hill & Knowlton, said there are occasional problems with a print orientation among staffers at PR agencies. This may turn off news people to solicitations because the needs of the stations are misunderstood or unknown.

Michael Klepper, of New York's Michael Klepper & Associates, said public relations representatives for major corporations "think of ourselves as media attorneys." What they are seeking, he continued, "is fair representation of our clients' point of view."
"With Simulsat, the audio quality is tremendous. Everyone at the radio station and listeners are highly satisfied."

Simulsat can simultaneously see all domestic satellites at once with consistent broadcast quality performance. The multi-beam antenna from Antenna Technology Corporation is being heralded as a major breakthrough by radio and television broadcasters everywhere.

Recently, Mr. Rees Roberts, Chief Engineer at WJRN, purchased three (3M) Simulsats for three radio station affiliates of Sentry Broadcasting. Here are his thoughts:

"Prior to purchasing Simulsat, we had only one antenna. We were suddenly faced with having to purchase two additional antennas for each of our stations to accommodate all the different services we wanted to use to increase market share."

"Now Simulsat is picking up three satellites simultaneously. It's doing exactly what we want it to do. We're not limited to just three; we could expand up to twenty satellites simultaneously. The audio quality is tremendous. Everyone at the radio station and our listeners are amazed. In the future, we even see that Simulsat will be a direct income producing service."

"Overall, I can't say enough about Simulsat and Antenna Technology Corporation. It is a pleasure to deal with them."

Call or write Antenna Technology Corporation for a full-color brochure, and information on turn-key installation and two year warranty for 3M, 5M and 7M Simulsat. Simulsat sees all C-Band satellites simultaneously and has Ku-Band capabilities.

Mr. Rees Roberts
Chief Engineer
WJRN
ABC Affiliate
A division of Sentry Broadcasting
Racine, Wisconsin

ANTENNA TECHNOLOGY CORPORATION
8711 East Pinnacle Peak Road, C-103
Scottsdale, Arizona 85255
Call (602) 264-7275
AIRPLANE!
THE BAD NEWS BEARS IN BREAKING TRAINING
CHEAPER TO KEEP HER COACH OF THE YEAR
THE ELEPHANT MAN
FIRST MONDAY IN OCTOBER
FOUL PLAY
GREASE
THE HUNTER
HURRICANE
KING KONG
MIDNIGHT OFFERINGS
MOMMIE DEAREST
NORTH DALLAS FORTY
THE ONE AND ONLY ORDINARY PEOPLE
SOME KIND OF HERO
STAR TREK: THE MOTION PICTURE
TEN SPEED & BROWNSHOE
URBAN COWBOY
SIMPLY THE MOST POWERFUL MOVIE PACKAGE EVER RELEASED!

Paramount proudly presents your future in movies! PORTFOLIO X is a truly awesome array of towering boxoffice successes—94% of its theatrical movies are on Variety’s list of All-Time Boxoffice Champions!

That’s a huge 24% more than the closest competitive package—it means even PORTFOLIO X’s “bottom” titles are top attractions! And they’re recent—all are post-'76 and 60% were released in the last 2 years!

PORTFOLIO X is packed top to bottom with the most successful feature entertainment ever created. It’s the surest investment any station can make for movie dominance through the 80’s!

Sold in over 65 markets—including 9 of the Top 10 and 26 of the Top 30!
President-elect

The Radio Networks Association took a major step toward its objective "to foster and promote the status of national radio networks as a communications and advertising medium with the announcement that it will appoint Arthur Kriemelman, vice president in charge of sales for Mutual Broadcasting, as its first full-time president during a board meeting this Wednesday (Sept. 28) in New York.

Kriemelman, who joined Mutual in November 1980, resigned his post last Monday (Sept. 19) to accept the new position, which takes effect Oct. 3. At Mutual, Kriemelman was responsible for the network's national sales operations with offices in New York, Chicago, Detroit, Dallas and Los Angeles. Before joining Mutual, Kriemelman served as general sales manager for ABC's owned and operated KISR(AM) Houston and, prior to that, spent nearly six years with the ABC Radio Network in Chicago where he first served as an account executive and was later promoted to vice president and central division sales manager.

Joseph Larsen, who is serving as RNA's executive director—primarily on a part-time basis—is expected to remain through the end of October.

The motivating force behind the formation of the association, which will be two years old next month, is its current chairman, Edward F. McLaughlin, president, ABC Radio Networks. Vice chairman of the association is Thomas Burchill, president, RKO Radio Networks. RNA's membership includes ABC, CBS, NBC, RKO, The United Stations, Westwood One, Satellite Music Networks and the Transtar Radio Network.

Penetrating gathering

A large turn-out of New York radio sales executives is expected for at the Guild Theater in Manhattan next Wednesday (Sept. 28) when the Radio Advertising Bureau in conjunction with the Station Representatives Association will hold a joint "rally for radio." The one-hour event will feature key findings from the RAB-commissioned national "Target Marketing and the Media," study, conducted by the R.H. Bruskin Co. last year. The presentation, to be delivered by Lew Greist, RAB director of marketing and research, will center on radio's "effective market penetration in the real world of broadcast media." More than 60 area radio stations are expected to send management representatives, as are all SRA-member rep firms.

"This campaign to inform, educate and motivate radio sales executives is a reflection of our renewed commitment to industry unity and selling," said William Stakelin, RAB president and chief operating officer. "We plan similar campaigns with radio stations and sales representative firms in markets across the country," he added.

Radio games

For radio stations tired of the same old sound comes a new format syndicated by Akron, Ohio-based Media-Com called "Gameradio, America's Audio Arcade." The new service made its debut over the company's talk-formatted WBN-FM Akron last Monday (Sept. 19), airing from 3 p.m. to 8 p.m. But, according to Media-Com's national marketing director, Bill Klaus, stations can subscribe to "Gameradio" on a 24-hour basis as well. The format is locally produced with all support materials sent to stations by Media-Com. Klaus said the company hopes to offer a 24-hour national satellite feed of the service next year. All the games played involve telephone call-ins from listeners, Klaus said.

Minnesota's covered

The satellite-delivered Minnesota News Network, based in St. Paul, has signed seven new stations, to bring its affiliate count to 39 and, according to MNN, the service can now be heard anywhere in the state. Affiliate enrollment for Minnesota News Network has exceeded projections of 20 stations for its first year of operation which ends Dec. 31 as well as for next year (30 to 35), said a network spokesman. The news service, which is operated by Minnesota Public Radio, provides stations with hourly newscasts, sports and agricultural news and market reports of statewide interest.

Alphabet anxiety

The FCC has denied KVI Inc., licensee of KVI(AM) Seattle, review of a staff action approving a change in call letters requested by noncommercial KPEC-FM Tacoma, Wash., to KVTI. KVI had contended the two calls are similar enough to confuse the public. The FCC, however, said that even though the

Plaque man. Retiring CBS Radio Network affiliates board member Jerry Bretey, general manager of KGLO(AM) Mason City, Iowa, received a special plaque during the biennial board meeting in New York earlier this month. At the award presentation are (l-r): Michael Ewing, vice president and general manager, CBS Radio Network, CBS News Correspondent Dan Rather, Bretey and Robert Hosking, president, CBS Radio.
With monophonic distortion less than 0.25% at 85% modulation and stereophonic exciter to monitor typical separation of 35 dB, the Motorola C-QUAM™ AM Stereo system is an impressive performer. The MC-13020 IC, with comparable levels of technical performance, is the perfect complement for decoding Motorola AM Stereo at the receiver. Broadcast exciters and monitors, receiver decoder ICs and receivers modified for AM Stereo are all available from Motorola. For price and specifications, call Dick Harasek at (312) 576-2879 or Chris Payne at (202) 862-1549.
THIS MAGAZINE IS YOU HOW TO THIS ONE TELLS YOU
Cable operators have a strange plight. You're barraged by program suppliers telling you how to sign up new subscribers. And, of course, make more money. But no one is telling you how to manage all this money. That's a whole world you may have overlooked as you concentrated on building your business. The Bank of New York can help. We're a leading provider of cash management services to the cable industry. And have been for years.

Take our lock box system, for example. When we help collect your receivables, like subscriber payments, you'll get quicker access to your money. And detailed information about those payments. With our highly sophisticated Optical Character Recognition (OCR) processing equipment, we can even electronically capture, sort and transmit payment information directly to your computer.

When disbursing money, we can help you even more with Zero Balance Checking. Our Zero Balance service provides early notification of the checks drawn against your account each day. So you'll know precisely how much you need to cover disbursements. And you'll be free to invest your remaining funds.

For the fastest, most efficient way to manage your money, we provide SCAN, our electronic cash management system. SCAN gives you a direct line to the bank for balance reporting, electronic money transfer and other services.

In short, no one can give you more effective or productive control over the collection, concentration and disbursement of your cash than The Bank of New York.

For more specific advice, call Gerald Hassell, V.P., Communications, Entertainment and Publishing Division, (212) 536-4980.
two calls shared three letters, VT and VI were different enough. In addition, the FCC noted that KVII will not be providing primary service to Seattle, a factor it said should lessen any likelihood of confusion.

More research

Drake-Chenault Enterprises is expanding the work being done by independent research consultant Bob Lowry to include the Canoga, Calif.-based company's XT-40 (top 40), Contempo 300 (adult contemporary) and Great American Country formats. "Valuable information has already been generated by the first research project on the Hitparade [MOR] format which will help us guarantee it remains on target," said Drake-Chenault President Jim Kafford.

On the Horizon

DIR Broadcasting, New York-based radio program producer/distributor, will produce the first special highlighting the Country Music Association's annual Horizon Award, which recognizes developing country artists. The one-hour show, called The Silver Eagle Cross Country Music Countdown special, is scheduled to air the weekend of Oct. 8-9 via the ABC Entertainment Network on more than 400 stations, in place of the regular Silver Eagle Cross Country Music Show. Featured will be performances and interviews of five finalists for the award: John Anderson, Vern Gosdin, Reba McEntire, George Strait and the White family. The 1983 Horizon Award, along with CMA's awards in 10 other categories, will be presented at CMA's 17th annual awards show Oct. 10 in Nashville.

Playback

KISS-FM Los Angeles morning air personality Rick Dees, through his Dees Creation Inc., will begin national syndication of Weekly Top 40 Countdown beginning Oct. 7. The four-hour series, hosted by Dees, will be distributed on a barter basis, with 24 60-second availabilities offered to stations. Weekly Top 40 Countdown will be produced by Ron Cutler, whose weekly Musical! series has been distributed by ABC/Watermark.

Three 60-to-90-second daily features are in final development for expected winter syndication by Barnett-Robbins Enterprises, in association with The Creative Factor, a Hollywood-based production/syndication firm. According to Lance H. Robbins, he and Bill Barnett will act as a packaging, sales and marketing arm for The Creative Factor, which has primarily been involved in production of music specials. Programs scheduled include: Sports Doctor, dealing with health and sports medicine; Portraits of Achievement, highlighting outstanding Olympic athletes and sports legends; and Behind the Wheel, an automotive care series. All shows will be offered on a barter basis, and stations will be provided merchandising and promotion support. In addition, a 90-second daily beauty/health strip, Look Good, Feel Good, has been cleared in 60 of the top 150 markets for a Jan. 1 debut. The barter series is hosted by Los Angeles radio personality Michelle Roth.

The William B. Tanner Company cordially extends an invitation for the preview showing of all our new products and services NRBA, New Orleans Oct. 2-5th 10 a.m. to 11 p.m.

Suite 1943 New Orleans Hilton Cocktails & Hors d'oeuvres

NRBA '83
WILLIAM B. TANNER COMPANY • 2714 UNION EXT. MEMPHIS, TN 38112

Festive three. The New York Market Radio Broadcasters Association (NYMRAD) seventh annual radio festival, held Sept. 15 in the exhibition hall at New York City's Sheraton Center hotel, attracted a record 1,660 radio and advertising agency executives. More than 30 NYMRAD members, stations, networks and rep firms had booths with carnival-type games ranging from "Name that Tune" to a news trivia quiz awarding prizes of tote bags and cordless telephones. Pictured (l-r): festival chairman, John Waughman, vice president and general manager, WINS (AM) New York; NYMRAD chairman, Nancy C. Widmann, vice president and general manager, WCBS-FM New York and Maurie Webster, executive director of NYMRAD.

London Wavelength, New York, is distributing a three-hour special on the rock group Genesis, tracing the band's history through music and interviews. Titled Three Into One, the program features a London promoter, Alan Freeman, as host. It was produced in London by Tim Blackmore. The special is available to radio stations via trade/barter between Oct. 14 and Oct. 31.

Rock reporting. A series of on-the-scene reports of two benefit concerts from London's Royal Albert Hall last Tuesday and Wednesday evenings (Sept. 20-21) were filed by ABC Radio's "reporter-on-the-road" Mark Scheerer for the affiliates of ABC's three youth-oriented networks: Contemporary, Rock and FM. The first night's concert was a benefit for ARMS (Action for Research into Multiple Sclerosis), with money raised on the second night going to Prince Charles's Trust—a charitable foundation. Pictured above is British rock guitarist Eric Clapton (left) being interviewed by Scheerer. Other performers during the two-day event included Stevie Winwood, Jimmy Page, Jeff Beck, Bill Wyman and Charlie Watts. About $150,000 was expected to be raised from the performances.
When is an Oldie Golden?

When your memories of the times and the music are golden, that's when.
Different strokes for different folks. We keep the OLD-TIME SOUND, but we personalize the lyrics so your station's golden memories become...

GOLDEN JINGLES

- Big Band Sounds • Country/Western • Rock 'n Roll

Contact M.A. KEMPNER, INC.
or hear them, and remember, at
NRBA BOOTH 10.

BOTH of the exceptional products shown on this page have been developed by
M. A. KEMPNER, INC.
4699 North Federal Highway
Pompano Beach, Florida 33064
Call TOLL FREE: 800-327-4994
(In Florida: 305-946-7660)
See them at
NRBA BOOTH 10

AT YOUR SERVICE
24 HOURS
A DAY...

THE COUNT

A brand new electronic device
that helps radio and television stations
INTERACT with their audiences.

ANNOUNCER: "Now we're going to play the old numbers
game. The 14th, (or 15th or 22nd, or
whatever), "of you to call in is going to win
one hundred dollars,"
(or a bag of hair, or whatever).

Give the phone number. When the calls start coming
in, instead of some frantic employee wasting time
and effort answering...

LET 'THE COUNT' COUNT YOUR CALLS

He'll answer with a synthesized voice...tell each caller the number of that call...instruct the winner not to
hang up...and let you know when a winner is on the line! Easy to install! Easy to operate!

THE COUNT is another fine product of M. A. KEMPNER, INC. See it at NRBA Booth 10.
Second 'Digest' study claims network TV erosion

Magazine survey of Syracuse says cable homes spend less time watching networks; TVB questions accuracy of research

The latest salvo fired by Reader's Digest, purportedly demonstrating that network television shares have substantially eroded in markets where cable television coexists, seems to be arousing little interest or formal counterarguments from the three major networks.

In a back cover advertisement in the Sept. 5 issue of Advertising Age, Reader's Digest proclaimed: "If you think the Tulsa study showed network erosion, wait 'til you read the Syracuse study." The advertisement was the first public release of a study Reader's Digest commissioned from New York-based Audits and Surveys on the erosion of network television viewing in the Syracuse, N.Y., market. Conducted in June, the Syracuse study is similar to one done by Audits & Surveys in Tulsa, Okla., for Reader's Digest last January (BROADCASTING, Feb. 28).

According to the Syracuse study, the network share of prime time viewing averaged 89% in noncable homes, while in cable homes it dropped to 51%. In the Tulsa study, an A.C. Nielsen report was cited which found the network shares in prime time averaged 90% in noncable homes, 74% in 12-channel cable homes and 56% in 36-channel cable homes. In Syracuse, cable penetration is almost 60%, with all three systems of 36 channels or more.

The advertisement said Syracuse "confirms what we've been saying: Network erosion isn't a geographic or temporary fluke; it's a nationwide, permanent, snowballing effect." The advertisement went further, claiming that the Syracuse study "confirms something else: the rising threat of commercial 'zapping.' " ("Zapping" is the switching from one channel to another with a remote control unit to avoid commercial interruption.)

However, according to the study, only the incidence of remote control units in cable and noncable homes was measured—not the

Specials and new shows give ABC ratings win

ABC-TV captured a solid win in the prime time ratings race for the week ended Sunday, Sept. 18, the second-to-last in the 1982-83 season and one sprinkled with nine specials and the new-season premieres of the seven new and returning network series. It was the second consecutive weekly win for ABC, which has trailed both CBS-TV and NBC-TV in the ratings for much of the summer.

For the week, ABC averaged a 16.2 rating/27.8 share, according to A.C. Nielsen's National Television Index. CBS was second but more than two rating points behind, averaging a 14/23.9, while NBC, which began the week with nightly wins on Monday and Tuesday but finished with unusually poor showings on Friday and Sunday, averaged a 13.8/23.5.

ABC finished first on Wednesday, Friday, Saturday and Sunday and second on Monday and Tuesday. Its only third-place performance came Thursday when, a special NFL football broadcast of the Cincinnati Bengals vs. Cleveland Browns (12.0/23) and a repeat of it and its cancelled comedy, Too Close For Comfort (9.7/17) produced a nightly average of 12.7/24.6. CBS finished first on Thursday (17.5/29.8) with repeat episodes of its regular lineup and NBC came in second (16.0/27.1) with episode two of its new half-hour comedy, We Got It Made (17.3/27) plus repeats of the rest of its regular lineup.

ABC's strongest performance came Sunday, when a one-hour, 8 p.m. special, Life's Most Embarrassing Moments (21.7/35), nearly tied the premiere installment of CBS's 60 Minutes (21.7/37), which began airing nearly 30 minutes late, due to a football game overrun. At 9 p.m. Sunday, ABC aired the week's highest-rated program, the two-hour special premiere of its new adventure series, Hardcastle & McCormick (26/74), which yesterday (Sept. 25) began airing in its regular, 8 p.m. Sunday slot.

ABC captured Monday and Tuesday nights with repeats of parts two and three of the mini-series, Beulah Land, which averaged 18.3/29 on Monday and 19/31 on Tuesday. Mondays lead-in, a one-hour special, NBC's All-Star Happy Hour (18.1/29) flattened not only a pair of half-hour repeats on CBS (10.8/17) but the premiere episode of ABC's That's Incredible (11.8/19), ABC's Monday-Night Football, a game between the San Diego Chargers and Kansas City Chiefs (16.5/29) came in third time period, and, as did the NFL season opener the week before, averaged ratings below those captured for the second Monday-night game of last season, a contest between the Green Bay Packers and the New York Giants (19.9/34).

After Hardcastle and 60 Minutes, the week's highest-rated premiere was that of ABC's new half-hour comedy, Webster (19.2/34), which aired Friday at 8:30 p.m. following the premiere of the returning half-hour, Benson (15.8/30). Ranked behind Benson was a 90-minute special premiere of NBC's Real People (14.6/25). The week's lowest-rated premiere and program was NBC's First Camera.
A computerized audience polling system that's been taking the public's pulse for a year now in top markets all over the country and halfway around the world! (See the partial listing to the left.)

**WHAT IS IT?**

TELEPHONE POLL® is an instant, interactive audience response system! A remarkable piece of electronic equipment that's easy to install and easy to operate. Sure to add that extra ingredient to any kind of programming where audience opinion might be useful.

**HOW DOES IT WORK?**

TELEPHONE POLL® answers phone calls...hundreds of them...thousands! It takes a caller's vote, records it along with all the other votes. It reports the incoming totals in numbers and percentages by means of a digital read-out and a synthesized voice announcement. ALL UNTOUCHED BY HUMAN HANDS! No special set of 900 numbers needed. Just one number and local callers can place their votes absolutely free of charge!

**PERFECT FOR RADIO!**

Because radio has always been so close to its audiences...sensitive to specialized audience attitudes...TELEPHONE POLL® can make real contact with more members of an audience, more often than you ever thought possible. Just push a button and the system's voice synthesizer reports the totals on the air loud and clear! Nothing quicker, more effective or more economical when it comes to polling your audience on any subject...news...music...sports...politics (election time is just around the corner).

See TELEPHONE POLL at NRBA BOOTH 10, or contact its developer

**M.A. KEMPNER, INC.**
4699 North Federal Highway, Suite 102
Pompano Beach, Florida 33064

Call TOLL FREE: 800-327-4994
(In Florida: 305-946-7660)

The leader in INTERACTIVE BROADCASTING, M. A. Kempner, Inc. is also the designer/distributor of THE COUNT and TV-POWWW!

Write or call for information.

or if you're attending, visit NRBA BOOTH 10
Announcing:

The John S. Knight Fellowships for Professional Journalists at Stanford University

The purpose of the program is to improve the quality of American journalism by providing opportunities for outstanding mid-career professionals to broaden and deepen their understanding of the historical, social, economic, cultural and philosophical dimensions of major issues and trends shaping the nation and the world.

Up to 12 fellowships will be awarded each year—beginning in September, 1984—to full-time employees of newspapers, wire services, radio or television news departments, magazines in the area of news/commentary/public affairs, film and television documentarists, and photojournalists. No more than two of these may be awarded to employees in business/management positions who are interested in broadening their educational background, as opposed to developing further a particular skill, and who are likely to move into positions where their decisions will affect the editorial quality of the mass media (e.g., publishers, general managers, station managers).

The program seeks applicants who have demonstrated uncommon excellence in their work and who have the potential of reaching the top ranks in their specialization. Nominations are encouraged from employers as well as applications from individuals.

All candidates must have at least seven years full-time news experience and must be U.S. citizens employed by U.S. news organizations. Stipend is $20,000 for nine months plus tuition and a book allowance. Deadline for applications is February 1 of each year.

For complete information and application forms, write:

Director
John S. Knight Fellowship Program
Department of Communication
Stanford University
Stanford, California 94305-2069

frequency with which those devices were used. The study found that in noncable homes 16.8% reported they had remote control units, while 79.9% reported they did not. The 3.3% balance made no reply. In cable homes, Audit & Surveys found, 73.6% reported they had remote control units, while 26.2% reported they did not.

The advertisement then says that the "network defectors" who are turning to cable—only to interrupt a commercial with a remote control anyway—can best be reached by advertising in magazines. And Reader's Digest, it notes, has an "astonishing 36% coverage of cable TV homes."

Jack Nephew, director of research for Reader's Digest, acknowledged that Audits & Surveys' Syracuse study did not measure commercial elimination by cable viewers with remote control units, but added that the advertisement was only supposed to show the "potential" for such an occurrence by referring to the Information Resources' Eau Clair study.

But according to David Poltrack, vice president, research, CBS/Broadcast Group, that's not telling the whole story. He pointed out that the 26,341 figure is based on a gross total of 30-, 60- and 90-second commercials that were found to be interrupted in a sample of 575 homes, all with remote control units. The 26,431 measured "commercial eliminations" represented only 6% of the total commercial universe available for exposure to the test sample during the two-week period. Poltrack termed 6% "acceptably low."

In response to the advertisement, Roger Rice, president of the Television Bureau of Advertising, said: "It’s ho-hum; there’s nothing factual to it." He cited the strength of the recent upfront buying season as evidence of the medium’s health. "They automatically assume the audience zaps commercials because they have that equipment," Rice said.

**Washington cutbacks.** Metromedia Television is cutting the staff of its Washington news bureau, which had been assembled in January in anticipation of the start-up of a proposed national newscast called Prime Time News. The company said it will attempt to relocate some of the displaced staffers, perhaps 16 or so out of a total of 46, to the news operations of its local TV stations around the country.

Prime Time News, while still a "top priority" at Metromedia, according to Dick Block, executive vice president, Metromedia Television, has been delayed until late 1984 because of the difficulty in obtaining the services of a prominent national anchor, and because additional research needs to be done concerning the exact format that will be adopted for the news program. Metromedia said that it will announce soon the appointment of a new professional to head the research and development operation. Also in anticipation of the program’s start-up, Metromedia had established small international bureaus in London and Jerusalem, which have also been shut down. Prime Time News, if it does start, will rely on the CNN for international reports.
And there'll be more BIG news about children's programming for 1984! Coming soon from Filmation and Group W Productions.
Rerunning differences of opinion over network syndication and financial interest repeal

Comments on FCC’s ‘tentative’ solution once again have networks in favor while independent stations and producers like things the way they are.

The battle over the network syndication and financial interest rules at the FCC would appear to be far from over—at least in the minds of those who stand to lose from rescission.

The FCC’s “tentative” solution (Broadcasting, Aug. 8) aimed at bringing its controversial proceeding on the rules close to conclusion, has produced much the same reaction that its original proposal to repeal the rules produced.

In comments at the FCC, the independent television stations that the commission says the tentative decision is designed to protect are calling it “fatally flawed.” The Committee for Prudent Deregulation, which is arguing for retaining the rules as they stand, asserts that the commission’s tentative decision would undermine the prime time access rule. Representatives of the “creative community” are using words like “nightmare” to describe the dire impact they say the tentative decision would have on their businesses.

Coming from the other direction, the networks are insisting they deserve more than the FCC has indicated it’s willing to give. Apparently not buying CPD’s argument that PPAR is hanging in the balance, the affiliates, as in the past, are supporting the networks. The National Telecommunications and Information Administration has reiterated its support for complete elimination of both rules. And the Department of Justice endorsed a modified version of the commission’s tentative plan.

While many of the commenters simply repeated the same arguments they have presented in the past, some movement is apparent. The Association of Independent Television Stations (INTV), for example, is still arguing for retention of the current syndication bar. But it also said it would be willing to permit the networks to negotiate for a maximum 30% financial interest in independently produced programming. Similar recommendations were endorsed by others who have argued for complete retention of the rules in the past.

Under the commission’s tentative decision, the financial interest rule, which prohibits the networks from acquiring commercial interests in independently produced programming, would be eliminated entirely. It also proposed to gut much of its rule that put the networks out of the syndication business.

The decision would permit the three major television networks—ABC, CBS and NBC—to negotiate for as much financial interest in independently produced programming as they want; they also would be able to negotiate for syndication rights.

The decision would prohibit networks from engaging in their own syndication of entertainment series that had been given network exhibition in prime time (7-11 p.m.). Network domestic syndication of all other kinds of programming would be permitted. In addition, the commission proposed to “sunset” whatever remains of those rules, abolishing them altogether on Aug. 4, 1990, unless the FCC determines that some “public interest” reason requires their retention.

Under the tentative decision, the networks—through unrestricted financial interests in that prime time entertainment programming—would be able to participate in syndication profits, but would be prohibited from retaining “active” interests in that programming. The networks would be required to sell their syndication rights in prime time entertainment series to an independent syndicator within six months of the time the series has ended its network run. If a series ran beyond five years on a network schedule, the network would have to sell all of its syndication rights in that program to an independent syndicator at the end of the fifth year of its network run.

The commission also proposed that the networks be required to file a notice at the FCC within 30 days of a sale or transfer of such a program; they would be required to certify that they hadn’t imposed any restriction on when those programs may be broadcast—or by whom—on the syndicator.

In its comments, INTV said that, at a minimum, the tentative decision would have to be modified to retain the existing syndication rule. INTV asked that the rule also be modified to limit a network’s financial interest in television programs to 30%, and to delete the proposed “sunset” provision.

“The commission is mistaken in assuming that its proposed syndication rule would provide adequate protection to independent stations and television viewers,” it said.

The proposed syndication rule, INTV continued, would permit the networks to select the syndicators of off-network programming, which it said would lead to “a dramatic increase” in concentration in the syndication business. In 30 days of a sale or transfer of such programming, “the networks would be beholden to the networks and would favor the respective networks’ affiliates even to the point of loss of some short-term syndication revenues, in the expectation of future syndication of additional programs,” it said.

It also criticized the proposed rule for permitting the networks to syndicate the mini-series and made-for-television movies “that are needed by independent stations for use in competition with network affiliates in all broadcast dayparts.”

The sunset provision, it said, was “totally” illogical. “For the most popular off-network series beginning next season and running five years, the rule would be operative for only one year prior to its sunset in 1990.”

INTV also said the tentative proposal would fail to prevent the networks from directing syndication decisions in several ways. First, it would allow the networks to increase concentration in the syndication market. “The networks would likely to establish close relationships with only a few syndicators, with the result that these favored syndicators would engage in strategic behavior advantageous to the networks’ overall interests,” INTV said.

Also, INTV said, the proposed rule’s abo-
New This Fall!
Music City U.S.A. Premieres the Best in Music!

Multimedia Entertainment, the world's largest producer of syndicated Country Music television programs, brings you Music City U.S.A. The new half-hour, front-row look at tomorrow's top hits performed by the hottest recording stars. Up-close, in a mini-concert format, with all the excitement of an enthusiastic live audience!

This captivating new concept has the major record companies pitching in with their best recording stars and their most promising newcomers to help make Music City U.S.A. the freshest music show on television!

Look into the stars, the sounds, the sensations of tomorrow on Music City U.S.A. Coming your way, this fall, from Multimedia Entertainment!

Some of the stars you'll see and hear on Music City U.S.A.:
Louise Mandrell  David Frizzell
Janie Fricke  & Shelly West
Johnny Lee  Sylvia
Jerry Reed  Ricky Skaggs
Lacy J. Dalton  Waylon Jennings
Mickey Gilley & Charly McClain  T.G. Sheppard
Terri Gibbs  Don Williams
Roy Clark  Lee Greenwood
B. J. Thomas  Charley Pride

Call Lee Jackoway today
(513) 352-5955
We hope the next five years are
At Telepictures, we feel that gratitude is the first obligation of success. So on this, our 5th anniversary, we want to take a special moment to thank all the stations, all the producers, all the advertisers, all the shows and all the people who have helped to make our first five years so rewarding.

Just as important, we want you to know that in the years to come we will continue to grow with your help and involvement.

So if you don’t mind, we’d rather not blow out the candles this year. For us, each flame is a symbol of the success we’ve all shared.

Telepictures CORPORATION
New York · Chicago · Los Angeles · Dallas · Paris · Sydney · Tokyo · Toronto
tion of any restriction on network financial interests would enable networks to exert greater control over syndication and would encourage O&O and affiliate use of syndicated programming in order to drive up advertising rates.

CPD said the record in the proceeding demonstrated that the current rules were the "most efficient and effective means of accomplishing the goals" of the rules. The rule proposed in the tentative decision, CPD said, would be "ineffactual" for a number of reasons. For starters, CPD said, the financial interests networks would be permitted to obtain would not be passive, as the commission suggests. "The bans on networks obtaining syndication rights and financial interests are intertwined. A network having any financial interest inevitably will influence or even control syndication, giving the network a managerial instead of passive financial interest," CPD said.

As it had the week before (BROADCASTING, Sept. 19), CPD contended that the proposed rule calls into question the prime time access rule. "Additionally, the proposed rule is complex rather than clear and direct, is not self-evident, will engender numerous waiver and clarification requests, will force the commission to become involved in day-to-day operations of the television industry and thus will lead to high enforcement and transition costs," CPD said.

Although the Mass Media Bureau released an order stating that PTAR is not at issue in this proceeding (BROADCASTING, Sept. 19), CPD contended in its comments that the bureau's action is immaterial. "The fact is... the tentative decision has implicated the PTAR. The commission cannot avoid the PTAR question merely by asserting... that the PTAR is not involved because the commission says it is not. To the contrary, the commission must admit that the tentative decision has an impact—however unintentional—on the PTAR. The commission must allow for public comment on that fact unless it should decide, as it should, that the current financial interest and syndication rule is to be retained."

According to CPD, a basic tenet of administrative law is that a regulatory agency must demonstrate a rational connection between its rules and its statutory purposes to serve the public interest. "Having implicated the PTAR by issuing the tentative decision, the commission must rectify this error by retaining the current financial interest and syndication rule, at the very least until commission articulation of its views and further notice and comment occur."

Group W proposed a number of changes to the tentative decision. First, it said, the commission should "clearly" state that its findings are not applicable to PTAR and the first-run program syndication market. It also asked that the prohibition on network syndication of first-run programming be retained. "The existing syndication rule bars the networks from a business activity which provides local television stations with their only other source of nationally produced programming. Independent sources of programming are essential to a competitive marketplace and a healthy and vital television station industry. No findings have been made, or analysis undertaken, of the first-run syndication market on which a repeal of this important rule could be based."

In addition, it said, no automatic sunset provision should be adopted. "Future market conditions and developments are simply too uncertain, and such a rule to change to justify this type of an approach."

Metromedia said the interests of television viewers and advertisers would best be served by retaining both rules. "If the commission is determined to make some changes in the rules, it should retain the syndication bar intact but allow the networks to secure truly passive financial interests up to maximum of 25%"

"Kafs Broadcasting Co. said the public interest could only be harmed by the tentative decision. "The proposed rule would not protect against network control of off-network syndicated product by the gateway monop-oly control on network exhibition. The 'forced sale' provisions would not prevent such control."

Capital Cities Communications Inc. asked that the FCC provide a "principled" explanation establishing that the PTAR is unaffected and that the proposed new syndication rule. "The better course... is to limit the percentage of syndication profits that the networks may acquire."

Malrite Communications Group Inc., licensee of several independent TV stations, also opposed the tentative decision. "Rather than promoting the cherished national goal of marketplace diversity and enhanced competition, the tentative decision would have the contrary and invidious effect of concentrating economic and marketplace leverage in the hands of three already powerful entities."

Cox Communications Inc. urged the FCC to eliminate the sunset provision. "Even if the commission decides to retain only a modified syndication rule, the proper course of action is to adopt the rule without a sunset date and then, if future conditions suggest the need for further modification or repeal, to conduct full notice and comment rulemak- ing proceedings proposing such action. Cox also urges the commission to reaffirm the staff's interpretation of the tentative decision's impact on PTAR with respect to any final rules adopted as the result of this proceeding. Finally, the commission should retain a financial interest rule, modified to permit networks to acquire only noncontrolling interests in programs."

WNON-TV Inc., licensee of independent WNON-TV Detroit: "Since we believe the commission has already made up its mind to eliminate the financial interest rule, we urge it, at least, to preclude the networks from engaging in syndication through entities in which it has any interest."

The Motion Picture Association of America said the findings of fact in the tentative decision are not supported by the record of the proceeding and that the proposed rule would not stand up against judi-
Petry & WGNO-TV... Close Harmony

Petry Television is now the National Representative for New Orleans' Independent Station, WGNO-TV, 26... a Tribune Broadcasting Co. Station.

PETRY The Original Station Representative
Antirepeal rally. A pep rally exhorting the troops to oppose repeal of the FCC's network syndication and financial interest rules was held by the Association of Independent Television Stations (INTV) last week, coincident with the filing of INTV's comments on the commission's tentative decision to modify the rules (see page 48). The rally took the form of a half-hour briefing by key repeal opponents, sent to INTV member stations in a live satellite transmission at noon Tuesday.

Herman Land, INTV president, told his members that the FCC's tentative decision was "a formula for disaster" and that INTV rejects it totally. Dean Burch, former FCC chairman, now INTV counsel, said the decision would lead to "dorm" for the prime time access rule "in the near future." Gene McCurdy of WPHL-TV Philadelphia, vice chairman of INTV, said the repeal question was the "most important issue ever faced by independent stations." Tony Cassara of Golden West Broadcasters said the tentative decision "offers no protection to any independent in any city in America" and said the networks would become like OPEC in monopoly power, calling them "TPEC—Televison Producing and Exhibiting Companies." Jack Valenti, president of the Motion Picture Association of America, warned independents that "if the networks get away with this, you have a very cheerless future."

The bottom-line advice was for independent stations to get busy and get in touch—not only with the FCC but also with their senators and congressmen. Valenti suggested they also get in touch with their local newspapers, saying that if the public understood what is at stake they would "storm" the FCC. Ted Adams of wcix-TV Miami, chairman of INTV, who opened and closed the briefing, summed up: Independent stations must get out and see the people and they must do it now.

INTV said satellite time for the briefing was made available by the Committee for Prudent Deregulation, for which Burch is also counsel. In advising INTV members that it would be held, Land also urged them to get in touch with FCC members and with congressmen, and offered a number of "sample letters" that they might use with appropriate modification in gaining support by local advertisers and newspapers.

Land had also suggested that members might want to invite local newspaper people and advertisers in to watch the briefing. At the one broadcasting covered, at WNEW-TV New York, the outsiders attending were two trade press reporters, one of whom arrived late, and a student at Columbia University Graduate School of Journalism, who arrived early and stayed late.

"TWO CLOSE FOR COMFORT"

THE HOT ONE IS GETTING HOTTER!

Year 4: The sizzle continues! 52% of the nation sold already!

D.L. Taffner / Ltd

New York (212) 245-4680
Atlanta (404) 393-2491
Chicago (312) 593-3006
Los Angeles (213) 937-1144

Broadcasting Sep 26 1983

54

financial interest programs that would permit them to influence the selection of the syndicator who will ultimately syndicate those programs. The financial interest rule cannot be severed from the syndication rule without rendering the syndication rule impotent."

Paramount Pictures Corp. said adoption of the tentative decision would lead to the networks demanding up to 100% of a financial interest in a program, as well as all foreign and domestic syndication rights. The networks need not pay for these rights; program producers can be forced to give them up as a condition of the networks either accepting a program initially or renewing it in subsequent years," Paramount said.

Paramount also said the networks may demand financial interest and syndication rights retroactively in programs that already have been licensed. "The 1990 sunset" deadline means that networks effectively would control syndication of all program series produced hereafter since those programs generally will not be 'ripe' for syndication until the end of the decade anyway," it said.

"Until producers actually do have alternative avenues for distributing their entertainment programs to the public—in fact rather than theory—it is critical that the safeguards of the rules remain in place."

MCA said the current rules should be retained. But, if the commission continues down the path it's traveling, any modification of the rules should limit the networks to taking profit participations in series; should grant independent producers the right to control, as a general partner, the choice of syndicator for each series in which a network obtains a financial interest; should entitle an independent producer to a share of profits from the advertising revenues obtained during a program's network run, and provide that the modified rules would only apply to prime time entertainment series programs for which no contractual relationship already exists between the networks and the producer, and the time that they become final.

The Association of National Advertisers proposed that the final rule contain provisions to guarantee that the independent producer of a program, not the network, will have effective final control over the price, form and manner in which an off-network program is syndicated. "ANA suggests that the most assured as well as straightforward means to guarantee control by independent producers would be to limit the networks to a less than 50% financial interest in programming which they do not produce."

Representative Thomas Downey (D-N.Y.), chairman of the Congressional Arts Caucus, was for the status quo. "Implementation of this regulatory scheme will cause immediate harm to independent stations, producers, advertisers and syndicators. Maintaining the status quo while the new video landscape is permitted to unfold, however, will ultimately cause serious net harm."

The Caucus for Producers, Writers and Directors found plenty wrong with the tentative decision as well. "To alter the rules, as contemplated, is to strengthen the three powerful networks at the expense of the creative community and the public interest, therefore enhancing present network domination of the people's time—domination that already helps shape the people's taste and views and has already limited their control over access to news and opinion."

The National Association of Independent Television Producers and Distributors also came out against the tentative decision. "In declining to apply its own wisdom and common sense to the practical realities of a unique industry, and choosing instead to give controlling weight to the abstract and wholly foreign economic theories of academic observers of that industry, the commission has disregarded the staff and agency expertise. In the process, it has deviated unlawfully from its statutory mandate; ignored the critical and interrelated purposes of these rules; engaged in an analysis of both the rules and industry behavior which fragment the indivisible, and ultimately defined the problem of network dominance as its own solution."

Ed Friendly Productions Inc. asked the
Now, after just 5 months

KTXH-TV 20
is Number 1 in Houston

We are the No. 1 independent in Houston*, after only 5 months on the air. No mystery, no magic, we just went out and did it. Day in, day out quality television has made us, KTXH-TV 20-Vision, Houston's history-making television station.

★ 3 Rating  9 Share*  KTXH-TV 20-Vision
  3 Rating  8 Share  KRIV
  2 Rating  6 Share  KHTV

We've taken the mystery out of television.

20-VISION

KTXH-TV 20-Vision

*Source: July '83 NSI Sun. - Sat. 7AM - 1AM
The commission to retain the financial interest rule, or at least to "specify that repeal or amendment of the rule applies only prospectively to revenues and profits collected pursuant to contracts negotiated and executed after the effective date of such repeal, and that the networks may not share in domestic syndication revenues collected pursuant to contracts entered into under the old rule."

A group of organizations, including Action for Children's Television, the American Civil Liberties Union and Public Media Center, urged retention of the rules. Citizens Communication Center asked for a clarification of the rules.

The Office of Communication of United Church of Christ and the Communication Commission of the National Council of Churches of Christ in the USA echoed that sentiment. "We would urge that the commission eliminate the 'sunset' provision of the new proposed rule, and instead commit itself to revisit the rules in five years on the basis of future experience."

The Department of Justice, meanwhile, suggested modifications to the FCC's proposal.

For starters, it felt that network reporting requirements should be beefed up. Under Justice's proposal, the networks would have to include a nonpublic filing that discloses the terms negotiated with the syndicator of each off-network program with the reports they submit to the commission when they renew a program over to a syndicator. This data would verify that programs in which networks hold a large financial interest do not feature systematically different and possibly anticompetitive syndication terms," Justice said.

The commission also should modify its tentative syndication rule to give the networks some control over syndication of programs during their network runs, Justice said.

According to Justice, the FCC's proposed rule should be modified to permit the networks to restrict the time of day in which a program is broadcast, or the frequency with which it may be broadcast, during the network run. "This modification would allow the networks to capture any efficiencies resulting from coordination of new and syndicated episodes, thereby giving the networks an incentive to put programs into syndication most effectively," Justice said. "Failure to allow such network controls may lead to effects counter to the commission's intent by causing networks to refuse to syndicate programs that they otherwise would have released had they been able to exercise such control."

"The most obvious restriction of this type is the right to exclusive exhibition of a program's episodes in prime time. It has long been standard industry practice for the networks to obtain such rights to assure that syndicated episodes do not 'free ride' on the network's prime time first-run exhibitions. Thus, at a minimum, the rule should be modified to enable the networks to obtain exclusivity in prime time during the network run."

Justice also said there was no need to require that the networks relinquish syndication rights five years after a program begins network run. "There is no basis in the record suggesting the existence of a serious competitive risk of 'warehousing' between a program's fifth year on the network and cancellation," Justice said. "The five-year 'forced-sale' provision in the proposed rule should be deleted."

Justice also supported the sunset provision. "The department would not want the rule to be retained in perpetuity due merely to institutional inertia," it said. The 'sunset' provision would be compatible with the efficacy of the rule and either act to continue it as adopted, to modify it or to allow it to expire by inaction. Moreover, if the rule is terminated and a problem were later to develop, the commission could act to reinstate an appropriate rule."

The National Telecommunications and Information Administration said it continued to believe the commission should have gotten rid of the modification of the rule, "although there is not clear evidence of a need for a prophylactic restriction on network syndication, we recognize the commission's concerns and thus do not oppose the proposed rule change."

ABC suggested some changes. For example, it noted it was concerned that it not be foreclosed—in the case of a long-running series—from reverting from syndication a few episodes from the series' earlier years, for repeat broadcast as part of the mix of episodes in the sixth year or later. It also requested that the FCC clarify when a prime time series is deemed to have begun its network run.

"The tentative decision is a well-reasoned analysis of the issues, and the proposed rule changes, with the minor modifications suggested herein, represent both a recognition of the failure of the existing rules and a reasonable accommodation of the identified public interest considerations," ABC said.

"To the extent the commission has chosen to retain a limited restriction against network participation in the domestic syndication market, it is entirely appropriate that such restriction be viewed as temporary. By 1990, clearly foreseeable changes in competitive conditions in the television industry will have rendered any restriction obsolete."

CBS said it would be difficult to justify any regulation. "The commission's proposal to return gradually to free competition in syndication may be defensible, but only if the final rule contains the automatic expiration provision discussed in the tentative decision."

"A modified syndication rule of limited duration would give marketplace participants a generous 'grace period' in which to adjust to network re-entry into different facets of the syndication business."

"By adopting the proposed 'sunset' proviso, the commission would properly be requiring those who favor continued regulation to come forward with concrete evidence of marketplace dysfunctions which necessitate the initiation of further proceedings," CBS said.

NBC said it was "disappointed" that the FCC proposed a new syndication rule in its tentative decision, contending that, under the commission's own reasoning, the new

What could you do with a VHF-TV Transmitter with 30% fewer parts?

In a word, Relax.

NEC PCN-1200 Series VHF-TV Transmitters with exciter output options have 30% fewer circuit parts than conventional-type transmitters. That's 30% fewer parts to worry about. You get more reliability, less maintenance.

And because conventional tuning capacitors and sliding-type inductances have been eliminated, you get broad-band frequency coverage with no tuning adjustment.

Find out what more you could do with a VHF transmitter with fewer parts. Call NEC at 1-800-323-6656.

NEC America, Inc.
Broadcast Equipment Division
130 Martin Lane
Elk Grove Village, Illinois 60007
In Illinois: (312) 640-3792

Imagine what we'll do next.

Broadcasting Sep 26 1983 56
KTXH TV MAKES TELEVISION HISTORY WITH A NET PROFIT

OUR FIRST MONTH
OUR SECOND MONTH
OUR THIRD MONTH
OUR FOURTH MONTH
AND EVERY MONTH SINCE.

KTXH-TV has achieved a net profit in every month of our operation. Normally this takes years to accomplish. There is no mystery, nor any magic, we just went out and did it. Day after day, month after month, quality television has made us, KTXH-TV 20-Vision, Houston's history-making television station.

We've taken the mystery out of television.

20-VISION
KTXH-TV :: Houston
CBS gives Wirth programming data

After stern letter from House Telcomsubcom chairman, network agrees to supply station information

CBS yielded last week to a request for programming data from House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) after it refused to comply weeks earlier on the grounds that the request violated the First Amendment. After an exchange of letters between Wirth and CBS President Thomas Wyman, CBS agreed to provide the data for its five owned-and-operated television stations and one of its radio stations that Wirth originally requested.

In a strongly worded Sept. 19 letter to Wyman, Wirth demanded that CBS supply the data within 48 hours. "To refuse to provide the requested data to the subcommittee responsible for oversight of the broadcast industry, oversight of the regulatory system under which it operates, and oversight of the agency which regulates it, suggests a remarkable and surprising disregard by CBS of the role of its stations as public trustees, and of the role of the United States Congress in obtaining information necessary to develop policy that will preserve and promote the public interest," Wirth wrote. Subcommittee aides denied reports that Wirth's letter hinted he would subpoena the information.

The next day CBS said it would provide the data. Neither CBS nor the subcommittee would comment further about the decision and the incident is being described by both parties as a "misunderstanding."

"Press reports of a threatened subpoena against CBS were in error," CBS said in a brief statement. In fact, there was a mutual misunderstanding between the subcommittee and CBS, which has been resolved to the satisfaction of both parties." Both NBC and ABC complied with the request.

CBS declined in a letter to Wirth from Roger Colloff, CBS vice president policy and planning (BROADCASTING, Aug. 22). The network objected, Colloff wrote, because it felt that "governmental attempts to insure what it considers to be good programming are contrary to the sound public policy embodied in the First Amendment, a policy which reflects our society's view that government involvement in the selection of information intended for public distribution is ultimately inconsistent with the maintenance of a free society."

Broadcasters urge FCC regional concentration limits be lifted

An FCC proposal to eliminate its regional concentration rule has drawn overwhelming support from broadcasters in comments at the FCC, but public interest representatives don't agree. The rule prohibits ownership of three broadcast stations where two of the three are within 100 miles of the third.

In a petition that precipitated the rulemaking, the National Association of Broadcasters said the rule was incompatible with the FCC's marketplace philosophy and arbitrarily prohibited station acquisitions and improvements that would serve the public interest (BROADCASTING, Aug. 15).

In comments last week, ABC agreed, and suggested that the commission consider the rule's elimination in its proceeding aimed at modifying its rule of seven, which limits broadcast ownership to seven AM's, seven FM's and seven TV's, no more than five of the last seven. (The rule of seven was under FCC study last week [see "Top of Week"]). "Whether this is dealt with in the same proceeding...or in a separate proceeding, NAB has made a strong enough case to warrant the institution of rulemaking," ABC said.

Viacom International Inc. offered its support, contending that the rule's strictures "arbitrarily restrict broadcast licensees while no other telecommunications service is subject to similar restrictions."

The National Radio Broadcasters Association said the rule was "rife" for re-evaluation, "in light of the tremendous changes that have taken place in the telecommunications marketplace in the past decade.

A group of TV licensees, including Forward Communications Corp., May Broadcasting Co. and Wilson Communications Inc., agreed. "NAB has persuasively shown that the regional concentration rules are arbitrary and unnecessary to deal with any public interest problem."

Great Trails Broadcasting Corp. said the rule was based on "archaic principles no longer valid in light of today's plethora of broadcast signals and other media interests available."

Beasley Broadcasting Corp. was of a similar mind. "It is this broadcaster's experience that the regional concentration rule is applied without regard to actual concentration of control, or the potential to acquire a true monopoly over mass media in a particular community and thereby cause any harm to the public interest."

The Citizens Communications Center, however, was opposed. "While the NAB has made clear the fact that it is less than enthralled with those rules, it has utterly failed to provide any factual or legal basis for their repeal. Hence, a proceeding...would simply be wasteful expenditure of the commission's limited resources."
The action travels better when you put Bonneville Satellite on your team.

Your play-by-play will travel faster, better and more economically with Bonneville Satellite's connections. Bonneville's full spectrum of services gives you trouble-free distribution of your audio and video no matter where you are or when you want it. Plus, we have direct experience in Basketball, Football, Soccer, Hockey, Baseball and other special sporting events.

Complete services from start to finish.
Send a single game or an entire season. Through Bonneville's Networking Services, you can distribute your TV or radio programming, live or recorded, ad hoc or on a dedicated basis to a single city or any number of receiving sites.
Bonneville can also provide microwave and uplink connections. And, since Bonneville owns its own transponder inventory, you have maximum access at minimum cost. Bonneville can coordinate pick-up and production services also.

Staff that's strictly Pro.
Bonneville Satellite gives you the experience of a staff that's done your kind of sport program coverage over and over. From operations to engineers to management, they know the action's only going to happen once, and they know what it takes to do it right.

So whether it's one event or an entire season, you can depend on BSC to make your sports programming a success. To schedule ahead, or for more information, call 1-800-752-8469, toll free, 24-hours-a-day.

The full-spectrum satellite company.
Bonneville Satellite Communications
Salt Lake City, 801-237-2450/New York, 212-935-5150
Washington, D.C., 202-331-4467/San Diego, 619-569-8451
Los Angeles, 213-467-2882

A subsidiary of Bonneville International Corporation
165 Social Hall Avenue, Salt Lake City, Utah 84111
In the battle for ratings, you need the latest news, weather, and sports!

You're not getting it all, unless you have SportsTicker.

You wouldn't give your audience an old news story if an air-ready update was available. So why settle for hour-old sports results? From stadium to satellite to you, SportsTicker brings you scores and highlights as they happen, from all major PRO & NCAA Division I sporting events. And SportsTicker reports are up to a full hour ahead of other wire services...even the high speed wires. For the past six years, our original Ticker service has been the industry standard. Hundreds of TV and radio stations have come to rely on SportsTicker for the latest in event updates.

And now, we're introducing the next generation of SportsTicker, appropriately called the Broadcast Sports Wire. This new service combines our speed and accuracy with many added features plus a convenient new format that supports your on-air requirements.

SportsTicker's new Broadcast Sports Wire is computer-processed and delivered in a format that handles the sorting and editing for you. The broadpage reports include:

- updated game summaries, sorted by league, with in-progress scores, finals and notes of interest—sent every ten minutes
- special bulletins & highlights released as they happen
- daily schedules, sites & times, team standings, league leaders & stats, trivia quizzes & more

Prices for the Broadcast Sports Wire start as low as $70 a week. (Less if you use your own printer.) Our original Ticker service starts as low as $50 a week. SportsTicker information can also be fed directly to your graphic display system or character generator by an authorized vendor.

For further information, call 1-800-431-2602 (In NY and Canada 914-725-3477) or mail in the coupon.

SportsTicker, 2 Overhill Rd., Scarsdale, NY 10583
I'd like to learn more about SportsTicker services □ Send me an information kit.
□ Please have a representative call me.

Name _____________________ Title _____________________
Company _____________________
Address _____________________
City _____________________ State ______ Zip _________
Phone # _____________________ Best time to call _______

Fourth-quarter scatter market strong, CBS says

Network reports 60%-65% sold out at increases of 15% over upfront prices

In a meeting with financial analysts last week, CBS/Broadcast Group executives reported that 60% to 65% of the fourth-quarter scatter market has been sold, with television network units commanding prices 15% greater than in the upfront selling session earlier this summer.

In addition, CBG President Gene Jankowski said he expects 1984 network unit price increases to be in the "16% to 17% range," on average, helped measurably by the Olympics, which he estimated included an afterburner boost of 3% to 4%. On the cost side, Jankowski said he expects CBS to hold the line at 10%. "Margins should be up in 1984," he predicted.

Jankowski added that "60%-plus" of the network's commercial inventory was sold during the upfront session and termed this year's drive as "very aggressive."

But the big gain was in daytime, according to James H. Rosenfield, newly appointed group senior executive vice president. He said the network was able to post unit price increases of 27% to 30%. Unit increases in prime time, however, were "less dramatic." Rosenfield attributed the price increases to better ratings and demographics—CBS had placed first or tied for first during daytime ratings over the past 11 weeks—along with a notion that "the marketplace sees us continuing to climb."

Asked if the 1983 cost increase target of 12% was "on track," Jankowski replied: "We're not doing too badly."

Jankowski said the network was estimating revenue would increase on the average 12%-13% a year over the next three years. Commercial inventory has been added to daytime, prime time and sports programs, he said, while prices historically have increased on the average 6%-8%.

In a word about programming, Jankowski maintained that series would continue to be the "backbone of the network's schedule." He noted that the addition of a third movie night in the network's prime time schedule was "by design," and that the "best success in introducing new shows comes after the beginning of the season." Donald Grant, president of CBS Entertainment, said that once the season gets under way, and the network can measure its best 8-9 p.m. lead-in, "We'll take one of those movies off." Explaining why CBS stayed out of original new entertainment programming for the summer, Grant said: "We saw no worthwhile projects." He added that "summer numbers are misleading."

Grant also said that CBS's investment in theatrical motion pictures would be about $8 million-$8.5 million per picture. CBS is expected to invest about four or five theatricals a year. The first, "Windy City," will be released this spring.

In sports, Neal Pilson, group executive vice president, said all the network's contracts, with the exception of college basketball, are in place for the next four to five years. This year "probably" would not be profitable, Pilson said, but he is "firmly of the belief" that the sports division will meet sales and cost goals over the life of the four-year agreement.

BFM conference looks at media of tomorrow

Business side of broadcasting meets in Florida; Cox's Kirtland, RAB's Stakelin to speak

Business managers and accountants of the broadcasting industry are converging at the Orlando Hyatt in Orlando, Fla., this week for the 23d annual conference of the Broadcast Financial Management Association. The theme of this year's gathering—expected to be one of the largest in the association's history—is "BFM to EPCOT-T," which stands for "Bringing Financial Managers to Explore Prototype Communications of Tomorrow—Today."

Over 600 paid registrants, 150 guests and exhibitors, and 200 spouses are expected to attend the four-day event from Sunday, Sept. 25, to Wednesday, Sept. 28, reports BFM executive director, Robert E. McAuliffe. Seventeen general sessions, workshops and luncheon addresses are scheduled.

McAuliffe characterizes this year's BFM gathering as a "good nuts and bolts conference."

The keynote speaker will be Clifford M. Kirtland, former BFM director and recently retired chairman of Cox Communications. Kirtland will reflect on the changes broadcasting has gone through during his 28 years in the business. William Stakelin, president of the Radio Advertising Bureau, will discuss the future of radio at the Sept. 28 luncheon.

Other speakers include Alan R. Griffith,
Your audience is about to have an affair with A MARRIED MAN

He had everything and risked it all for another chance at life, another chance at love. Anthony Hopkins is brilliant in this powerful thriller where lust, greed and jealousy tear apart a marriage and ultimately lead to murder.


This advertiser supported, first run, four hour, two-part mini-series is available to be aired between April 9 and May 13, 1984.

Call now to see if "A MARRIED MAN" is still available in your market.

Call Joe Antelo or Anne Rodgers at (312) 222-4486. In New York call Dick Moran, Tobey Rogers or Patricia Sullivan at (212) 557-7800.
senior vice president of the Bank of New York, who will discuss “discounted cash flow analysis”; George L. Borelli, a clinical psychologist and lecturer who will lead a session on stress management, and Paul C. Craig, professor of public administration and economics at Ohio State University, who will present a “common sense” analysis of the current economy and its effect on broadcasting.

Workshop topics include microcomputers for radio, TV music license fees, the costs of syndicated and local TV programming, TV accounting procedures, co-op advertising and balancing effectiveness of TV news automation.

BFM and its subsidiary, BCA-Credit Information Inc., will be electing a new slate of officers and directors. Outgoing BFM President Robert Steinberg is expected to be succeeded by current BFM vice president and conference chairman, William Hoyt, treasurer of group owner Nationwide Communications, Columbus, Ohio. Steinberg, vice president of finance and administration at Meredith Broadcasting, New York, is expected to step up to the BFM board chairmanship, which is being vacated by William J. Key, who is retiring.

Exhibitors principally will be collection and insurance companies plus several data processing firms. The last group includes Columbus Systems, Golden, Colo.; Cox Data Services, Atlanta; Custom Business Systems, Memphis; Jefferson Data Systems, Charlotte, N.C.; Kaman Science Corp., Colorado Springs; Magnicom Systems (formerly Station Business Systems), Greenwich, Conn., and VariCom, a San Francisco-based microcomputer firm.

NPR raises ‘84 budget

An increase in the fiscal 1984 operating budget from $17.6 million to $18.7 million and the announcement that acting National Public Radio President Ronald Bornstein’s contract has been extended one month until the end of October, were among the key items approved during a special NPR board session in Washington.

Highlighting the meeting was the board’s decision on how to allocate monies raised through contributions from various sources, including $100,000 raised by the Friends of Public Radio (“In Brief,” Sept. 19) and approximately $800,000 the network will receive as a result of an August “Drive to Survive” on-air national fund-raising campaign (“Riding Gain,” Aug. 15). The board decided to allocate the income in two phases. The first phase designates $350,000 for news programming; $55,000 for NPR Plus, the network’s classical music and jazz service, and $277,000 for debt retirement, which according to an NPR spokeswoman, now looks to be less than the $9.1 million working capital deficit which was announced earlier this year. The second phase will be discussed at an Oct. 27-28 board meeting.

In other actions, a series of new procedural policies were approved by the board for both its members and NPR staff, as well as improved audit policy and a year-long plan to evaluate NPR’s structure. The evaluation, which will begin in October, will be the focus of the public radio conference in spring 1984.

For member stations, the board unanimously approved a formula whereby affiliates will be able to obtain refunds for undelivered new portions of the NPR Plus services, which was terminated at the end of April.

TCAFPT comes out against ads on public broadcasting

Members of the Temporary Commission on Alternative Financing for Public Telecommunications, the congressional task force created in 1981 to find supplemental revenue sources for public broadcasting, agreed last Tuesday that advertising should be kept off public television and public radio, except in the form of enhanced underwriting and if it can be clearly established that “overall benefits” will exceed the costs.

The committee, chaired by FCC Commissioner James Quello and comprising representatives from Congress, the FCC and the commercial sector, recommended in its final report that a modified or “enhanced” form of underwriting be permitted to allow public broadcasters to identify supporters by using brand names, trade names, slogans, institutional-type messages and public service announcements. It added that the advertising ban should continue unless it can be shown that stations that do not choose to carry limited advertising will not share the risks associated with advertising while not receiving direct benefits. These risks include the possible increase of copyright and union labor costs.

The task force also concluded that “private volunteerism and auxiliary business ventures . . . will not provide net revenues fast enough, and in sufficient quantity, to meet intensified financial requirements.”

While public broadcasting should continue its increasing self-sufficiency, “there is no substitute for continued federal support,” it said.

Nonfederal revenue could be supplemented, according to the committee, by the repeal of the unrelated business income tax penalty incorporated in Public Broadcasting Amendments Act of 1981, which requires public broadcasters to refund to Corporation for Public Broadcasting that portion of their community service grants equal to the tax the station pays. This, according to the task force report, “double-taxes” stations that earn unrelated business income. TCAFPT recommended that CPB make refunds to stations that have already been penalized as a result of this provision. It also encouraged reinforced support for regulatory policies that promote the effective distribution of public broadcast signals.

Final revisions of the report will be made this week, according to Ken Howard, assistant to Quello, and recommendations should be delivered to Congress by Oct. 1.
FOR THE 3rd YEAR IN A ROW, MORE PEOPLE WATCHED KTLA THAN ANY OTHER TELEVISION STATION IN LOS ANGELES.

THANK YOU, L.A.!

<table>
<thead>
<tr>
<th>JULY 1983 NIELSEN</th>
<th>TOTAL HOUSEHOLDS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTLA</td>
<td>3,932,000</td>
</tr>
<tr>
<td>KNBC</td>
<td>3,929,000</td>
</tr>
<tr>
<td>KABC</td>
<td>3,821,000</td>
</tr>
<tr>
<td>KNXT</td>
<td>3,819,000</td>
</tr>
<tr>
<td>KTTV</td>
<td>3,731,000</td>
</tr>
<tr>
<td>KCOP</td>
<td>3,360,000</td>
</tr>
<tr>
<td>KHJ</td>
<td>3,055,000</td>
</tr>
</tbody>
</table>

*SOURCE: JULY 1981-1983 NIELSEN, SUN.-SAT. 7AM-1AM LOS ANGELES CUME HOUSEHOLD TOTALS.

KTLA
LOS ANGELES

PETRY REPRESENTED BY PETRY TELEVISION
Leland blasts broadcasters on EEO issues

He tells NABOB conference any deregulation bill will have 'strong language' on EEO and affirmative action

Representative Mickey Leland (D-Tex.) came out swinging at the broadcasting industry last week, charging that minority ownership there is "abysmally" low and must increase if broadcasters are to live up to their promise of service to the entire community. Leland was speaking to members of the National Association of Black Owned Broadcasters at their annual convention in Washington.

Moreover, the congressman promised that any broadcast deregulation bill that emerges from the House will have "strong language" concerning equal employment opportunities and affirmative action. "If the industry is to be deregulated, there must be assurances that the current employment situation will be remedied," Leland said.

Leland also told the group he opposes repeal of the FCC's multiple ownership rules. "I believe it is premature to consider repeal of the multiple ownership rules," he said. "Broadcast deregulation legislation will, for all intents and purposes, provide broadcasters with licenses in perpetuity. It seems unconscionable that, as we consider such legislation, we also should increase media concentration. If the commission introduces a rulemaking or inquiry into the multiple ownership rules, I will make certain that the Congress also addresses the issue," Leland said.

Leland sharply criticized current television programming for inaccurate portrayal of minorities. "There has been very little educational or informational programing geared toward minority audiences on either local or network television. The richness and vitality of the minority experience in America is rarely, if ever, depicted on television," he said.

Leland charged that the networks' fall schedule is devoid of minority cast members in either leading or supporting roles. "One of these shows features, and I quote, 'Shabu, a hip black genie with jive magic.' This is just what television needs in 1983: a black slave happily doing the bidding of his white master. Is this really the best the industry has to offer its viewers, much less its minority viewers?" he asked.

The congressman also discussed H.R. 2331, a bill he introduced to amend the Internal Revenue Code by raising to a maximum of $500,000 the investment credit that can be claimed against tax liability for the purchase of a used telecommunications property. Also under Leland's bill, the purchase of an existing telecommunications property by a minority-owned or controlled business, either directly or through a limited partnership, would qualify for the higher investment tax credit.

"Our legislation would also allow tax certificates, now granted by the FCC to sellers of broadcast properties when the sale involved minority purchasers, to be issued for sale to minorities of nonbroadcast properties such as specialized mobile radio systems, multipoint distribution systems, cellular radio and other private land, mobile and common carrier systems," Leland said. The congressman noted that the legislation has been endorsed by the National Association of Broadcasters and the National Cable Television Association.

And to insure greater minority participation, Leland suggested that new licenses created by the FCC through drop-ins in radio and television should be made available to qualified minority applicants. "This could be accomplished either by setting aside a certain percentage of new licenses for minority applicants, or by creating a minority preference, as the Congress established for low power television," he said.

Ventures cited for minorities

Annual NABOB conference offers entrepreneur words of caution as well as encouragement

There are opportunities for blacks in the new telecommunications technologies as well as the old. At the same time, black entrepreneurs must realize that opportunities can turn into losing propositions, according to panelists at the National Association of Black Owned Broadcasters's seventh annual fall Broadcast Management Conference in Washington last week.

Narrowcasting black programing over cable is one area that blacks might want to investigate, the conference was told. But Bob Johnson, president, Black Entertainment Television, was downbeat about the prospects of narrowcasting black programing over cable—at least for the near future.

According to Johnson, cable programing, now a huge business, is dominated by the large players that have dominated broadcast programing in the past. "They're not going to let that money get away from them," he said.

The majority of cable systems offer 12 channels or fewer, he noted, so competition to get on those channels is fierce. Pay-per-view, which he thought would be extremely lucrative, was going to "keep the big players where they are." As a result, there isn't much opportunity except for "mass appeal" programing. "I frankly don't see an opportu-

From the FCC. FCC Commissioner Henry Rivera is "fairly optimistic" about the legislative chances of H.R. 2231, which is intended to make it easier for minorities to buy telecommunications properties.

While bill backers thus far only have support from Democrats, they are trying to interest the Reagan administration in the bill, Rivera said at the National Association of Black Owned Broadcasters seventh annual fall broadcast management conference in Washington last week.

"We're continuing to work on it," he said. "It's not going to happen overnight."

The bill, which evolved from recommendations by the FCC's Advisory Committee on Alternative Financing for Minority Opportunities, which Rivera chaired, would permit the use of tax certificates for nonbroadcast facilities and increase the amount of used equipment that can be written off by buyers of existing facilities.

While on the subject, Rivera noted that the James Rivers Stations—WJZ(FM) Albany, WMJAM(W)-WPA(FM) Cordele and WTJH(AM) East Point, all Georgia—have been designated for hearing. Although Rivers has applied for distress sales, no buyers have been found, and if no buyers are found, an opportunity for minorities may be lost, Rivera said.

Rivera also pointed out that Satellite Television Corp. is starting a minority enterprise small business investment company to help minorities get involved in STC's direct broadcast plans and will start accepting applications in September.

"Also, you know, we're holding the line on EEO." Pictured to Rivera's left is Pierre Sutton, president, Inner City Broadcasting.

Broadcasting Sep 26 1983
The Donald W. Reynolds Foundation, Inc. is proud to announce the winners in its $100,000 scholarship program.

Marie Montgomery
California State University

Bruce Law
Brigham Young University

Kim Bethiaume
University of Oklahoma

Kathleen Harper
University of Nevada

Marla Jo Johnson
Oklahoma State University

Pamela Reynolds
University of Missouri

Anthony Kimbrough
University of Arkansas

Janet Decker
University of Texas

Mike Krapfl
Baylor University

David Harada-Stone
University of Hawaii

These 10, talented men and women will each receive $5,000 each year for the next two years so they can continue their university education without worrying about finances.

They join last year's winners, who are now seniors at these same schools.

Donald W. Reynolds Scholars have shown their potential to become leaders in the communications industry, and as fast as our industry in changing, we're going to need all the leadership we can get.

Lots of people complain about the quality of the people on the job market today. The Donald W. Reynolds Foundation, Inc., is doing something about it.


Future view. The different parts of the telecommunications industry—over-the-air broadcast, cable and other new technologies and a variety of telephone services—are converging in a marketplace defined by far fewer government regulations, according to FCC Chairman Mark S. Fowler, who predicted last Wednesday (Sept. 21) that it will be up to each faction of the industry to define a new role. At the first newsmaker luncheon of the International Radio and Television Society's new season, held at New York's Waldorf Astoria hotel, Fowler reviewed his commission's deregulatory accomplishments over the past two years and promised the Reagan administration would continue to decrease its involvement in regulating the marketplace and to promote the development of new competition in telecommunications.

Communications attorney, agreed that the commission would open MMDs for applications again. Regardless, he said, programing MMDs would be where the real money is, and, under the MMDS rules, entrepreneurs don't need licenses to program MMDS channels. They also can lease excess capacity from instructional television fixed service licensees, he noted. "So, again, it's closed, but it's not, " he said.

Cooke also suggested that black entrepreneurs may consider using the new MMDS allocations for other purposes, such as cable systems or Internet services. The federal commission has already approved the application of a company seeking to use MMDS for satellite television service.

The commission, moreover, will start accepting applications for all remaining cellular radio markets—those outside the top 90 markets—on Dec. 1, he added.

KBLE's Johnson urged blacks to invest in...
Satellite News Channel is the only all-live, all-the-time, cable TV news service that's hot off the satellite!

SNC combines the powerful resources of Group W and ABC News to bring America the news quickly, efficiently, conveniently. And that includes vital regional news—an SNC exclusive from 25 Regional Associates—all leaders in television news coverage.

You can count on Satellite News Channel to deliver the news while it's hot. Hot off the satellite.
cable systems for the big cities. "Then we're, going to be a force to deal with," he said.

Johnson also thought teletext would present "tremendous" opportunities in cable, especially when systems are linked by microwave or satellites so they have end-to-end capabilities and there will be an alternative delivery system for such things as mail, data and videoconferencing. "Cable is more than what you're seeing," he said.

Black broadcasters urged to promote voter registration

NABOB hears Riegle push for Reagan's defeat; Jesse Jackson stresses importance to blacks of gaining power through voting

Black broadcasters at the annual convention of the National Association of Black Owned Broadcasters in Washington last Tuesday were called on to help defeat President Reagan in 1984 and to help increase black political power through voter registration.

Calling the 1984 elections "absolutely critical," Senator Donald W. Riegle (D-Mich.) urged the fewer than 50 broadcasters on hand to point out to their listeners and viewers the differences between Reagan and the Democratic alternatives and to persuade them to vote for the Democratic nominee.

Jesse Jackson, president of Operation PUSH and a possible independent Presidential candidate, asked the broadcasters for their support in PUSH's nationwide effort to register black voters.

When Reagan was elected in 1980, Riegle said, the country "moved off on a very different course" that has caused "tremendous damage," particularly among minorities. "The rich are getting richer and the poor are getting poorer," the Michigan senator said. What's more, the middle class is "getting squeezed." It's finding it increasingly difficult to afford homes, college education and good medical care and to launch new businesses, he said. "The whole weight of policy [of the Reagan administration] has worked fundamentally against the long-run best interests of this country," he said.

As bad as the Reagan administration has been for the country, he said, it would have been worse had it not moderated its decisions and behavior in deference to the voters of 1984. But if Reagan is re-elected, he said, the constraints will be removed. "The impulse of this administration to just do what it wants to do without any restraint at all will be 10 times greater than it is today," he said. "The next four years have the potential for being far more damaging to the interests of this country than the four years we are finishing up now."

According to Riegle, it's not just the executive branch of the federal government that is at stake in 1984. Whoever is elected president will determine through appointments the makeup and the philosophical bent of the executive branch, Riegle warned.

In addition, there is a chance that the Democrats could recapture the Senate, he said. Twenty of the 33 seats that will be on the ballot in 1984 are now held by Republicans, putting the Democrats in a strong position to boost their number from the current 45 to over 50 and regain Senate control. Even if Reagan is re-elected, he said, a Democratically controlled Senate would act as "a check against the worst excesses of Reagan."

Any one of the growing group of candidates for the Democratic nomination would be a "positive" alternative to Reagan, Riegle said. "Each represents a measurable improvement, some an absolutely profound change for the better. If you don't think they are good enough maybe you ought to catch up with them and talk to them and help them turn their candidacy into something that is bigger and more important to the country."

It seems to me that [radio and television] are able to help focus on the choices we are going to be called upon to make and... to make an impact on what we have to choose between."

As a member of the Senate Commerce Committee, Riegle promised the black broadcasters that he would consider voting against the appointment of Dennis Patrick, associate director, White House personnel office, as an FCC commissioner.

"I have voted against more Reagan appointees than any other Senator," he said. He advised the NABOB members, who seemed serious about blocking the appointment, to lobby all the Committee members, starting with the Democrats and following up with the "reasonable people on the Republican side." Particular attention, he said, should be paid to those up for re-election next year.

Jackson told the broadcasters that they could help the PUSH registration drive in several ways. First of all, he said, disk jockeys should use their influence with young people to persuade them sign up to vote. "Disk jockeys have more access to our children's minds than any other element in the entire society," he said. Station owners should also get together and agree on a national theme and a song to go with it. "We need to be marching to the beat of the same drummer," he said. Finally, the broadcasters should contribute $1,000 immediately and raise another $10,000 by the end of November. Many broadcasters pledged their support.

Although Jackson has yet to announce his candidacy, he laid the philosophical foundation for it in his comments. He suggested that he could serve blacks better than any of the announced Democratic candidates, who are "much too willing to trade off" economic development programs for minorities for campaign contributions. PUSH has persuaded many corporations—sometimes with boycotts—to increase employment of minorities and do business with black businesses, he said. But none of the Democratic candidates has "signed one economic development agreement for black America."

Removing Reagan from the White House will not solve the problems of minorities, he

Late Summer Sales*  

<table>
<thead>
<tr>
<th>Station</th>
<th>City/State</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPLC-TV</td>
<td>Lake Charles, Louisiana</td>
<td>$18,000,000</td>
</tr>
<tr>
<td>WXFM-FM</td>
<td>Elmwood Park (Chicago), IL</td>
<td>$9,000,000</td>
</tr>
<tr>
<td>WDOV/WDS</td>
<td>Dover, Delaware</td>
<td>$2,300,000</td>
</tr>
<tr>
<td>KRKR/KKF</td>
<td>Kansas City, Kansas</td>
<td>$4,000,000</td>
</tr>
<tr>
<td>WKDY-AM</td>
<td>Spartanburg, South Carolina</td>
<td>$600,000</td>
</tr>
<tr>
<td>WWWQ/WPFM</td>
<td>Panama City, Florida</td>
<td>$2,105,000</td>
</tr>
<tr>
<td>WBBB/WPCM</td>
<td>Burlington, North Carolina</td>
<td>$2,625,000</td>
</tr>
<tr>
<td>KNDE-FM</td>
<td>Tucson, Arizona</td>
<td>$2,650,000</td>
</tr>
<tr>
<td>KTUC-AM</td>
<td>Tucson, Arizona</td>
<td>$892,750</td>
</tr>
<tr>
<td>WIVI-FM</td>
<td>Christiansted, St. Croix</td>
<td>$800,000</td>
</tr>
</tbody>
</table>

*All subject to FCC approval.

For RESULTS stop by our suite (Hilton #1706) at the NRBA!

BLACKBURN & COMPANY, INC.  
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.  
20036  
1111 19th Street, N.W.  
(202) 331-9270

CHICAGO, IL  
60601  
333 N. Michigan Ave.  
(312) 348-6480

ATLANTA, GA  
30361  
400 Colony Square  
(404) 892-4655

BEVERLY HILLS, CA  
90212  
1465 Wilshire Blvd.  
(213) 274-8151

9/26/83

Broadcasting Sep 26 1983  70
said. "The absence of Reagan is not the presence of parity," he said. "But the presence of parity is the absence of Reagan."

Minorities will make economic progress in this country, he said, not by persuading Democratic Presidents to create "programs" for them, but by seizing political power themselves. "There is a greater correlation between the 1965 Voting Rights Act and the number of black-owned stations we have now than in the fundamental shift between Democrats and Republicans," he said. "We will get our share of stations... in proportion to our share of power."

**Changin Hands**

**PROPOSED**

**KVOD(FM) Denver** • Sold by Capitol City Broadcasting Co. to Henry Broadcasting Co. for $6 million. **Seller** is equally owned by Edwin E. Koepeke and Frank E. Amole Jr., who have no other broadcast interests. **Buyer** is owned by Clayton H. Buckley, San Francisco investor who also owns KYT(AM)-KKCN(FM) Portland, Ore. KVOD is on 99.5 mhz with 100 kw and antenna 380 feet above average terrain. **Broker:** W. John Grandy.

**KGNS-TV Laredo, Tex.** • Sold by Gulf Coast Broadcasting Co. to Alfred T. Burke for $3 million ("In Brief," Sept. 19). **Seller** is owned by T. Frank Smith Jr., who has no other broadcast interests. **Buyer** is based in Longview, Tex., also owns KRIS-AM Corpus Christi, Tex. KGNS-TV is NBC and ABC affiliate on channel 8 with 316 kw visual, 42.2 kw aural and antenna 1,021 feet above average terrain. **Broker:** Norman Fischer & Co.

**WGWR(AM)-WCSE(FM) Asheboro, N.C.** • Sold by Asheboro Broadcasting Co. Inc. to Dallas M. Tarkenton for $900,000 cash. **Seller** is owned by the Roy Cox Jr. family and Judy Marlowe. It also owns Asheboro newspaper, *Courier Tribune*. **Buyer** is Athens, Ga., owner of WIGA-AM Jackson and WCOH(AM)-WRNG-FM Newnan, both Georgia, and recently sold WIAF(AM) Clarksville, Ga. (BROADCASTING, April 18). WGWR(AM) is on 1260 khz with 5 kw day and 500 w night. WCSE is on 92.3 mhz with 20 kw and antenna 650 feet above average terrain. **Broker:** Chapman Associates.

**WAEW(AM)-WXVL(FM) Crossville, Tenn.** • Fifty-one-percent interest sold by C. Stanton Hawkins to Michael D. Stone, owner of other 49%, for $700,000. **Seller** has no other broadcast interests. **Buyer** is Crossville, Tenn.-based publisher of trade shopper journals, who already owns 49% and has no other broadcast interests. WAEW is daytimer on 1330 khz with 1 kw. WXVL is on 99.3 mhz with 3 kw and antenna 170 feet above average terrain.

**WITA(AM) Knoxville, Tenn.** • Sold by Forus Communications of Tenn. Inc. to WITA Inc. for $675,000. **Seller** is owned by Carl Voth, president, and Simon Rosen (50% each). It also owns WITS(AM) Tampa, Fla.; KITA(AM) Little Rock, Ark.; W3XW(AM) E. Syracuse and WOLV(FM) DeRuyter Township, both New York. **Buyer** is headed by Fred Westenberger, president, and family. Fred Westenberger also owns WVOG(AM) New Orleans and WQFM(AM) Memphis. WITA is on 1490 khz with 1 kw day and 250 w night.

**WFXW(AM) Geneva/St. Charles, Ill.** • Sold by Miller Broadcasting Co. to Gamel Broadcasting Inc. for $580,000. **Seller** is headed by Howard A. Miller, president. It also owns WMB(AM)-WYRL(FM) Melbourne, Fla. **Buyer** is owned by Gerald W. Gamel and wife; Iva L. (17% jointly); their son, Bennett P. (1%); John E. H. Cassens and brother, John A. Cassens (50% jointly); Louis F. Pignatelli (25%); Bonnie Jean Mullins (5%), and Glenn W. Bostrum (2%). Gerald Gamel is farm director at WSDR(AM) Sterling, Ill.; Iva Gamel is housewife, Cassens brothers are Dixon, Ill., businessman and Mullins is businesswoman there; Pignatelli is Rock Falls, Ill., attorney, and Bostrum is Chicago businessman. **Broker:** Blackburn & Co. Inc.

**KJIM(AM) Fort Worth** • Sold by The Venture Group Inc. to B.J. Glasscock for assumption of $500,000 in debt. **Seller** is owned by Glasscock (37%) and 25 others. He is buying out interests of others. It also owns KSEY-AM-FM Seymour, Tex. **Buyer** has no other broadcast interests. KJIM is daytimer on 870 khz with 250 w.

**WPUV(AM)-WPSK-FM Pulaski, Va.** • Sold by Claytor Lake Broadcasting Corp. to Radiocraft Inc. for $415,000. **Seller** is owned by Jimmy R. Lester, who has no other broadcast interests. **Buyer** is owned by Randal J. Kirk, president, who has interest in CP for new TV at Bluefield, Va. It is in Bland, Va. WPSK-FM is on 107.1 mhz with 2.85 kw and antenna 58 feet below average terrain.

**KNEX-AM-FM McPherson, Kan.** • Sold by McPherson Broadcasting Inc. to Bengal Broadcasting Inc. for $400,000. **Seller** is headed by Dorothy B. Krehbiel, president. It has no other broadcast interests. **Buyer** is owned by Bernard M. Brown, president (30%), his wife, Phyllis Ann Brown, and their son, Michael B. Brown (10% each), Joseph L. Engel, and his wife, Cheryl (25% each). It also owns KKA(AM) Phillipsburg, Kan., and has CP for new FM there. KNEX is daytimer on 1540 khz with 250 w. KNEX-FM is on 96.7 mhz with 3 kw and antenna 245 feet above average terrain.

**WKEM(AM) Immokalee, Fla.** • Sold by Sandia Broadcasting Corp. to Explorer Communications Inc. for $200,000, including $50,000 noncompete agreement. **Seller** is owned by Mary J. Arthur, president (51%), and six others. It also has interest in KVTV(TV) Victoria, Tex. **Buyer** is owned by James F. Hoffman, president, who is former Chicago account executive of John Blair station representative firm and is also applicant for new AM at Portage, Ind. WKEM is on 1490 khz with 1 kw day and 250 w night. **Broker:** Walker Media & Management Inc.

**WEXM-AM-FM Jamesville/Exmore, Va.** • Sold by Parker-Rew Enterprises to Bay Star Communications Inc. for $200,000. **Seller** is owned by Creston E. Parker and James A.

**NRBA Convention Headquarters**

**New Orleans Hilton & Towers**

**Suite 2106**

A Confidential Service to Owners & Qualified Buyers

**Cecil L. Richards**

**INCORPORATED**

**MEDIA BROKERS**

**NEGOTIATIONS FINANCING APPRAISALS**

**TV CATV RADIO NEWSPAPERS**

7700 Leesburg Pike, Falls Church, VA 22043 • (703) 821-2552

**MIDWEST OFFICE**

4320 Dundee Road, Northbrook, IL 60062 • (312) 291-0188
Reo Jr., who has no other broadcast interests. Buyer is owned by Klein G. Leister, president, and William E. Esham Sr. (26% each), James D. Layton and Wayne A. Pozzelli (24% each). It also owns WKHI(FM) Ocean City, Md. WEXM is daytimer on 1520 kHz with 5 kw. WEXM-FM is on 107.5 mhz with 30 kw and antenna 260 feet above average terrain.

Charter last year sold WDRQ(FM) Detroit to Amaturo Group for $5 million (BROADCASTING, Nov. 1, 1982) and earlier this year, KYKY(FM) St. Louis, WOKY-(AM) Milwaukee and WMLL(FM) Waukesha, Wis. to Surrey Broadcasting for $10 million (BROADCASTING, Feb. 21). It sold KCBQ-AM-FM San Diego to Infinity Broadcasting for $8 million (BROADCASTING, Jan. 31). Buyer is publicly traded New York-based company, headed by Robert Price, president, which also owns WOWO(AM) Fort Wayne, Ind. KIOI is on 101.3 mhz with 125 kw and antenna 1,160 feet above average terrain.

WIN(AM)-WFPG(FM) Atlantic City, N.J. sold by Eastern Broadcasting Co. to Atlantic County Radio Inc. for $2.5 million. Seller is headed by Dan Diener, president. It has no other broadcast interests. Buyer is headed by Allan W. Roberts, president. It owns WWLN(AM)-WUSE(FM) Pittsfield, Mass. WIN is on 1450 kHz with 1 kw day and 250 w night. WFPG is on 96.9 mhz with 50 kw and antenna 300 feet above average terrain.

KYST(AM) Texas City, Tex. sold by Henderson Broadcasting Corp. to Vel Communications Corp. for $2.3 million. Seller is headed by Ray E. Henderson, president. He also owns 50% of WKLX(FM) Kalkaska, Mich. Buyer is owned by Cruz Velasquez (51%) and wife, Rosie. It is applicant for new AM at Houston. Cruz Velasquez is Houston businessman. Rosie Velasquez is housemaker. KV is on 920 kHz with 5 kw day and 1 kw night.

WOWD(FM) Tallahassee, Fla. sold by AM-RAD Corp. to Kelly Communications Inc. for $1.47 million. Seller is owned by Maurice Neirin and George Jacobson. Neirin is also principal in WMOE(AM) Alpharetta, Ga. Jacobson has no other broadcast interests. Buyer is principally owned by Jim McCudden. It also owns WQPD(AM) Lakeland, Fla.; KIEZ(FM)日趋 Bluff, Mo., and KTGR(AM) KCMO(FM) Columbia, Mo. WOWD is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

KBOA(AM)-KTMO(FM) Kennett, Mo. sold by KTMO Inc. to KBOA Inc. for $1.3 million. Seller is owned by Earl F. Inc. Broadcasting Co., headed by Charles C. Earls, president and general manager. He also has interest in KREI(AM)-KTJU(FM) Farmington, Mo. He will remain as general manager following sale. Buyer is owned by Kenneth E. Meyer, president, who also owns 25% of KARD(AM) West Monroe, La.; 42.08% of KMTY(AM)-KTTR(FM) Springfield, Mo., and 100% of KFXD(AM) Twin Falls and KLEX(AM) Krek(FM) Lexington, both Missouri. KBOA is on 830 kHz with 1 kw day. KTMO is on 98.9 mhz with 100 kw and antenna 370 feet above average terrain.

KFXD-AM-FM Nampa, Idaho sold by Idaho Broadcasting Co. to Boise Broadcasting Ltd. for $1.1 million. Seller is owned by Wayne C. Cornils (19.7%), Orval Hansen (37%), his brother, Reed Hansen (7.6%), George Freeman (26.7%) and Arthur Oppenheimer (9%). Cornils is radio senior vice president of National Association of Broadcasters; Orval Hansen is Washington attorney; Freeman is Idaho Falls, Idaho nuclear engineer; Oppenheimer is Boise, Idaho businessman, and Reed Hansen is Pocatello, Idaho, farmer. They have no other broadcast interests. Buyer is owned by Philip T. Kelly and Richard L. Veight (50% each). It also owns WDBQ(AM)-KLYV(FM) Dubuque, Iowa; KATE(AM)-KCP-FM Albert Lea, Minn.; KFPG(AM) Fergus, N.D., and WMLL(AM) Green Bay, Wis. KFXD is on 840 kHz with 5 kw full time. KFXD-AM is on 94.9 mhz with 46 kw and antenna 2,520 feet above average terrain.

WACZ(AM) Bangor, Me. sold by Acton Communications of Maine Inc. to The Zone Corp. for $757,000. Seller is headed by George M. Phillips, president. It also has interest in WDLW(AM) Waltham, Mass. Buyer is owned by Stephen E. King, president, author based in Bangor. He has no other broadcast interests. WACZ is on 620 kHz with
Experience Talks

One-Hundred-One-And-A-Half Years Of Broadcast Experience Makes Us The Best Broker For You.

At Robert W. Rounsaville & Associates, our experience speaks for itself. In fact, our people have one-hundred-one-and-a-half years combined broadcast experience. And a few other advantages that make us your best choice when buying or selling:

The nation's best connections. Toll-free telephone service from anywhere in the U.S.A. Atlanta office: 1-800-531-1500 (except GA). Orlando office: 1-800-328-3500 (except FL). Quick, convenient...and best of all, free.

Information in an instant. Our totally-computerized brokerage operation offers you immediate data on literally thousands of stations throughout the country. Information we've spent months compiling...yours at the touch of a finger.

Success breeds success. Two offices to serve you—our original Atlanta location and our recently-opened Orlando facility. Look for more to come.

We keep things confidential. We'll never "mass market" our many confidential listings because we feel it's the best way to protect your investment...proving that silence is indeed golden.

Find out more how "The Rounsaville Advantage" can work for you. Visit us during the NRBA Convention, October 2—5, in our Hospitality Suite at the New Orleans Hilton and Towers, Room 2043.

You'll discover we know more about broadcast brokerage because we know more about broadcasting.

Robert W. Rounsaville & Associates
MEDIA BROKERS AND CONSULTANTS

ATLANTA, GA 30355 P.O. Box 11898 (404) 261-3000/1-800-531-1500
ORLANDO, FL 32802 P.O. Box 2991 (305) 423-9426/1-800-328-3500
5 kw full time.

**WKBJ-AM-FM** Milan, Tenn. □ Sold by West Tennessee Broadcasting Co. to Andrew Jackson Broadcasting Corp. for $550,000 in cash. **Seller** is owned by Ianthus P. Denny, Doris King, Jack Cunningham (26.66% each) and Bill Haney (20%). It has no other broadcast interests. **Buyer** is owned by Andrew Jackson Hendrickson Jr., president (47%), his sons, Stephen Taylor Hendrickson (4% each), and Jerry A. Adams (45%). Senior Hendrickson has interest in cable television system at Lebanon, Tenn. Stephen Hendrickson is sales manager and Andrew Jackson Hendrickson Jr. is consultant there. Adams is general manager of WLUY(AM) Nashville and WYHY(FM) Lebanon. WKBJ is daytimer on 1600 kHz with 1 kw. WKBJ-AM is on 92.3 mhz with 42 kw and antenna 160 feet above average terrain.

**WXLR(AM)** North Little Rock, Ark. □ Sold by Shamrock Broadcasting Inc. to KEZQ Ltd. for $500,000. **Seller**, based in Hollywood, is headed by Roy E. Disney, chairman. It also owns WWWW(FM) Detroit; KUDL(FM) Kansas City, Kan.; KMGC(FM) Dallas; KABL-AM-FM Oakland/San Francisco; KTVI(FM) Honolulu, and WTVQ-TV Lexington, Ky. **Buyer** is owned by general partner Robert Understein and group of eight limited partners including Washington communications attorneys Jason Shinsky, Bruce Eisen and James Weitzman. They are principals in KEZQ(FM) Jackson ville, Ark., and WUSQ(AM)-WVAI(FM) Winchester, Va. Understein and Shinsky have interest in WXKS-AM-FM Medford, Mass. KXLR is on 1150 kHz with 5 kw day and 1 kw night.

□ Other approved station sales include: WXOX(AM) Bay City, Mich.; WSEL-AM-FM Pontotoc, Miss.; KFZQ(FM) Kalispell, Mont.; WKOL(AM) Amsterdam, N.Y.; KKVQ(AM) Marshall, Tex.; WRIC-AM-FM Mauston, Wis., and WIBU(AM) Poynette, Wis.

**NRBA prepares to fly south for annual convention**

**Association to elect new president, and many predict it will be Bernie Mann of Mann Media; attendance expected to hit 4,000 for three days in New Orleans**

Those attending the 10th annual National Radio Broadcasters Association convention next week (Oct. 2-5) at the Hilton hotel in New Orleans will be greeted by a new association president, who many believe will be Bernie Mann, president of the High Point, N.C.-based Mann Media (WOKX(AM)-WGLD-FM High Point and WKIX(AM)-WYYD(FM) Raleigh, both North Carolina ("Closed Circuit," Sept. 19)). He is expected to be elected by the 35-member board of directors on Sunday morning (Oct. 2), just prior to the kick-off of convention activities.

Current NRBA President Sis Kaplan, president of Sis Radio Inc., licensee of WAY-S(AM)-WROQ(FM) Charlotte, N.C., has reaffirmed her intention to step down, as first announced at the beginning of last year's conference in Reno.

As of last week, paid pre-registration for the three-and-a-half-day event stood at 1,600. Total attendance is expected to hover around 4,000 (including exhibitors, hospitality suite hosts, guests and spouses). There will be 130 booths in the exhibit hall—up from 85 a year ago. "We didn't sell out the exhibit hall last year, but now we're back to a sold-out situation," said NRBA executive vice president Abe Voron. In addition, 80 companies will host hospitality suites—about the same number as last year, according to Voron.

Highlights of the conference will be the opening general session address by FCC Chairman Mark Fowler on Monday morning (Oct. 3) and a three-hour seminar examining SCA (FM subcarrier) opportunities available to radio broadcasters, scheduled to run Tuesday afternoon and again on Wednesday morning.

In addition to the SCA seminar, there will be more than 30 workshops, divided into management, sales, engineering, programming, promotion and research, as well as eight format rooms on Sunday night (nostalgia, adult contemporary, country, beautiful music, AOR, contemporary hit radio/top 40, urban contemporary, news/sports).

Other major activities include the presentation of NRBA's 1983 Golden Radio Award to CBS News special correspondent Walter...
North American broadcasters unite for common goals

Almost total accord dominated last week's joint meeting of the executive committees of the National Association of Broadcasters, the Canadian Association of Broadcasters, and Mexico's La Camara Nacional de la Industria de Radio y Television. The annual conference, designed to promote better understanding among the three nations, was held in San Diego. It passed the following resolutions:

- UHF-TV/land-mobile: No additional broadcast spectrum should be reassigned to land-mobile radio, and domestic and future international agreements should afford full technical protection to UHF-TV against land-mobile interference.
- Copyright and program exclusivity: Domestic regulations and international agreements on reception and retransmission of broadcast signals via cable systems should recognize the need to honor program exclusivity arrangements necessary to continue the financial viability of local stations. Also stations and program copyright holders should be properly compensated by cable systems and other users of their programming with international reciprocity as a factor in arrangements between the countries.
- Localism: New broadcast technologies should be introduced and regulated so as to assure protection of locally based broadcast services in communities of all sizes.
- Cable must-carry rules: Each association is to urge its respective governments to require cable operators to provide mandatory carriage of conventional broadcast stations on all cable systems. In addition, local and conventional broadcast signals should be carried on the "basic" cable distribution bands; signals carried on a priority basis should be transmitted in their entirety with minimal technical degradation; cable systems should be prevented from modifying the content of signals transmitted to them; must-carry regulations should apply to all conventional broadcast stations in each market.
- Cuban and Nicaraguan interference: A resolution adopted last June by the Inter-American Association of Broadcasters was affirmed. It denounces frequency interference to countries in the Americas caused by Cuba and Nicaragua, and recommends that nations in the hemisphere respect prevailing agreements of the International Communications Convention, the International Telecommunication Union, and regional agreements.
- UNESCO: Strong support was expressed for the principle of the free flow of information as well as opposition to any effort to have UNESCO impose a "new world information order." Also endorsed was the 1981 Declaration of Talloires and a commendation of the IAAB in its resistance to the imposition of government controls and restraints on freedom of information and expression.
- Bilateral agreements: The associations will continue their cooperative effort to assure that their governments expeditiously implement bilateral agreements that will enable daytime-only and class IV AM stations to increase their power and extend hours.

Discussion of Canadian law prohibiting Canadian companies from receiving tax credit for advertising bought on U.S. border TV stations resulted in the CAB standing its ground, despite a reminder from NAB...
Chairman Ger t Schmidt that the Reagan administration is considering mirror legislation that would impose like restrictions on U.S. advertisers on Canadian stations.

Copyright, distant signal issues caught in Bermuda triangle

The National Telecommunications and Information Administration last week asked the FCC to stay a staff decision permitting United Video Inc. and Eastern Microwave Inc. to retransmit TV signals to Bermuda until the United States has received assurances that “the interests of U.S. copyright owners will be adequately protected.”

In a filing at the FCC, NTIA noted that United Video and Eastern Microwave distribute the signals of WGN-TV Chicago and WOR-TV New York via satellite. The FCC staff authorization would permit them to distribute those and other signals to Bermuda, where they would be made available for cable TV and other forms of distribution.

According to the filing, the authorization raised “significant” copyright questions, since in Latin America and the Caribbean, the copyright laws of many countries do not clarify the liability of cable television systems that retransmit copyrighted broadcast programming.

While NTIA said both Great Britain and Bermuda have indicated a willingness to provide the U.S. with a written “clarification” of the rights U.S. copyright owners will be afforded under the copyright law of Great Britain, that clarification has not been received.

“Sufficient protection against the unauthorized distribution of programs constitutes an important element of the constitutionally mandated incentive to produce which our copyright laws seek to safeguard and further,” NTIA said. “Absent an assurance that such protection will be afforded American copyright owners, we believe the commission should stay the effectiveness of its August ruling.”

The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this new series, BROADCASTING will examine each of those committees, focusing on their chairmen, members and goals for the coming year.

CHILDREN’S TELEVISION COMMITTEE □ Concern over children’s television is in the spotlight again, prompting the NAB to review its children’s television committee. Among its next activities: sponsorship of an Oct. 10-12 conference in Washington on the subject. The committee chairman, Crawford Rice, executive vice president of Gaylord Broadcasting, Dallas, said: “I feel very strongly there is an awful lot of children’s programing being done that people are not aware of because it’s not on the networks.” It’s the committee’s job, he explained, to act as a national platform and disseminate the information.

First, however, the committee needed to find out what stations were airing. It sent a survey to all NAB TV station members asking them what they were doing in the area of children’s programing. The results will be used to update the committee’s children’s programing resource book and to provide material for an idea bank to be shared with other stations. Highlights of the survey (633 questionnaires were mailed and 236 returned) show:

- 85% reported producing local children’s programs. (Of the remaining 15%, all carried some type of syndicated children’s programing.)
- 67% reported that they produced local PSAs directed to children.
- 64% reported that they were involved in some type of community outreach program involving children.
- 22% reported airing locally produced or syndicated (Multimedia, Capital Cities, etc.) programs in prime time.
- Of the total respondents, 31% reported airing locally produced children’s programs on either a regular or occasional basis (one day a week or less). Monday through Friday network programs were not included in the survey data.)

The programing conference also served as a clearinghouse for programing information. “It’s basically going to be a shirt-sleeve conference with a number of workshops where broadcasters can exchange information,” said Rice. Network executives responsible for children’s programing will moderate many of the sessions, which include panels composed of educators, broadcasters, producers and children’s programing activists. FCC Commissioner Henry Rivera will address the group Oct. 12.

Children’s programing is a sensitive issue both at the FCC and in Congress. The House Telecommunications Subcommittee is working on legislation that will include quantified programing standards for radio and television. "Broadcasters do have a responsibility to address the needs of children but it should be left to the individual broadcaster and not the government," Rice said. "I don’t think the solution is to impose any artificial programing standards. Quantity is meaningless. Quality is important.”

Rice also feels that much of the criticism of children’s programing on commercial television is “overblown and unjustified.” There are groups, he said, that think TV has to be all things to all people. “It can’t be. There is no way to satisfy every group.”

As does Rice, committee member William Dilday, general manager of WBITV, Jackson, Miss., feels the government should not establish programing standards. Children’s programing, he emphasized, should play an important role on the local and network level. “But I don’t know if quantification would accomplish that,” he said. Dilday also argued that it is a question of quality not quantity. “Who can judge quality?” he asked. The conference, he said, will show Washington what broadcasters are doing.

Joanne Brokaw, vice president, educational and community services, CBS/Broadcast Group, another committee member, believes children are “watching lots of TV and are getting a lot out of it.”

Other committee members are: Dr. Karen Hartenberger, consultant, Potomac, Md.; James McDermott, station manager, KCMC-TV Denver, Jane Paley, director of community relations, ABC, New York; Dr. Ellen Rodman, director of corporate information services, NBC, New York; Charles Sherman, president and general manager, WNET-TV, New York; Donald Snyder, WNET-Binghamton, N.Y., and Greg Stone, vice president and general manager, wsoc-TV Charlotte, N.C.
CBS breakthrough on HDTV compatibility

New system would make possible reception of high definition signals on conventional TV sets; it's designed for DBS, cable, MDS, not for terrestrial broadcasting; development may answer many, if not all, of industry reservations to medium

A giant step toward compatibility between high definition and conventional television was announced last week by CBS, whose Technology Center has developed a 1050-line system that could be used for direct broadcast satellites, cable, MDS and other transmission media that do not use the standard VHF or UHF spectrums.

In keeping with the definition of HDTV adopted by the Advanced Television Systems Committee, the industry's standard-setting group, the CBS system features 1050 lines of vertical resolution, increased horizontal bandwidth, a five-to-three aspect ratio and stereophonic sound.

The system falls short of full compatibility with existing 525-line NTSC television receivers, however. Although the NTSC sets will be able to display improved 525-line pictures, they will have to be equipped with a special set-top converter to do so. And even with the converter, they will not be able to display the far edges of the HDTV pictures. Special HDTV sets, distinguished primarily by extra-wide screens, will be needed to display the HDTV picture in its entirety.

Despite the best efforts of CBS, the industry has been slow to accept HDTV because it requires extremely wide channels to transmit, regardless of the medium, and because of its perceived incompatibility with existing television receivers. CBS has ameliorated both problems by dividing the HDTV signal in two and transmitting it over two channels. The first channel would carry a 525-line signal with the four-to-three aspect ratio that could be displayed on NTSC sets with the help of the converter. A second channel or, as CBS calls it, an "augmentation channel," would carry an additional 525-line signal with the five-to-three aspect ratio. HDTV receivers would tune in simultaneously to both channels and combine them to create the HDTV display.

According to Renville McMann, one of the developers of the system, the video bandwidth of the 1050-line HDTV signal is 16 mhz. It could be divided and transmitted over two not-necessarily-contiguous DBS channels or over three adjacent 6 mhz cable channels. "We are putting up a DBS system to be competitive with cable systems," McMann said, "but we don't want to lose that audience that would receive this via cable."

The system is based on time multiplex component (TMC) video processing. "It's a system in which the luminance (brightness) and chrominance (color) is not mixed together, as is composite NTSC," said McMann, "but is sent in a time sequential form. The system, of which the British-developed MAC system is one variation, eliminates many of the imperfections in the pictures that result from mixing the chrominance and luminance."

It's the use of the TMC transmission scheme that requires the use of converters to display the 525-line picture. The converters transform the TMC signal to either an NTSC signal for display on conventional NTSC television sets or to a baseband NTSC signal or RGB signal for display on a component television monitor.

The need for a converter may not be the problem it seems as all DBS and cable subscribers have to have converters anyway to tune in nonbroadcast frequencies and, in most cases, descramble the signals. As a matter of fact, said McMann, the TMC processing provides a degree of scrambling. To assure that its system is compatible with all DBS converters, CBS is trying to convince prospective DBS operators to employ a TMC transmission scheme. "It is hoped that a common standard for TMC DBS broadcasts can be established within the U.S. and preferably throughout North America," CBS said in a report announcing the development to the Institute of Electrical and Electronics Engineers in Washington last Thursday (Sept. 22).

The system is not perfect. Because of the expanded aspect ratio, the edges of the HDTV picture, which account for 20% of the total picture, will have extra 525 lines of vertical resolution. But the problem "is not as bad as it seems," McMann said. The HDTV system will be designed to interpolate another 525 lines from the 525 lines that are actually transmitted as part of the augmentation channel. "It doesn't get us back to [true 1050]," he said, "but it gives us a subjective improvement."

The other problem is that if a picture with a five-to-three aspect ratio is broadcast, a receiver with a four-to-three aspect ratio is going to clip off the edges. The loss is simply not great enough to bother most people, McMann said. "We have done some testing on that and our Broadcast Group people don't feel this is an important limitation." Although U.S. broadcasters usually "pan-and-scan" widescreen motion pictures for television to keep the action in the center of the picture, he said, most European broadcasters don't bother and it hasn't caused them many problems.

The CBS system is basically a transmission standard. "It should not be confused with a still-to-be-defined HDTV production standard, which is hoped will be used throughout the world," the report said. "Major programs will be produced in the HDTV production format and converted to the proposed 1,050-line HDTV standard as well as the 525-line standard prior to broadcasting."

One of the key features of CBS's HDTV design is high-fidelity stereophonic sound. In the CBS system, the sound will be transmitted digitally in time sequence with the video. "The number of the sound channels is still to be determined, but may [end up being] as high as five."

Work on the system is continuing. The report noted that scientists at the Technology Center are building a prototype system that should be operational later this year. Once the system is completed, CBS technicians hope to test it on a "simulated DBS system with RF links."
Broadcasting Sep 25 1983

LPTV Drawing Set

Twelve (12) of the twenty-eight (28) Low Power Television lottery drawings that the Federal Communications Commission will hold on September 29 include clients of Edward M. Johnson & Associates, Inc., the nation's largest communications consulting firm.

The first ever public lottery to determine the recipient of new television broadcast station licenses will be held on September 29, 1983 at 9:30 a.m. in Commission Meeting Room in Washington, D.C.

In fact, the very first lottery includes a Johnson client who has 6 out of 10 chances in the borrowed "selective service" drum.

"When our clients are included in 43% of the first drawings, we are certainly pleased", stated Edward M. Johnson, President of the Johnson firm who will be on hand to view this historic event.

Mary Carolyn, San Antonio 78240, Principal: nonprofit corporation, headed by Delfino F. Sanchez, President. He also has an interest in LPTV Browwood, Tex. Filed Sept. 7.

San Antonio, Tex.-San Antonio Educational Television Inc. seeks license to operate at 94.2 kw vis., 100 kw aur., HAAT: 1,373 ft.; ant. height above ground: 1,314 ft. Address: 8019 South Pan Am Expressway, San Antonio 78224. Principal: nonprofit corporation, headed by Daniel J. Vera, pres. It has no other broadcast interests. Filed Sept. 7.

Cedar City, Utah-CMM Inc. seeks license to operate at 106.5 kw vis., 10 kw aur., HAAT: 34.875 ft.; ant. height above ground: 215 ft. Address: 215 Lantana Road, Crossville, Tenn. 38555. Principal is owned by Mike Miller. Filed Sept. 7.

Charlotte, Va.-Locus Poenitentiae TV Center seeks license to operate at 106.5 kw vis., 10 kw aur., HAAT: 34.875 ft.; ant. height above ground: 215 ft. Address: 215 Lantana Road, Crossville, Tenn. 38555. Principal is owned by Mike Miller. Filed Sept. 7.
Summary of broadcasting as of June 30, 1983

<table>
<thead>
<tr>
<th>Service</th>
<th>On Air</th>
<th>CP's Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,720</td>
<td>158</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>3,441</td>
<td>20</td>
</tr>
<tr>
<td>Educational AM</td>
<td>1,091</td>
<td>16</td>
</tr>
<tr>
<td>Educational TV</td>
<td>172</td>
<td>19</td>
</tr>
<tr>
<td>Total TV</td>
<td>1,127</td>
<td>15</td>
</tr>
<tr>
<td>VHF LP TV</td>
<td>58</td>
<td>2</td>
</tr>
<tr>
<td>UHF LP TV</td>
<td>42</td>
<td>7</td>
</tr>
<tr>
<td>Total LP TV</td>
<td>208</td>
<td>7</td>
</tr>
<tr>
<td>VHF transmitters</td>
<td>2,792</td>
<td>200</td>
</tr>
<tr>
<td>UHF transmitters</td>
<td>1,820</td>
<td>200</td>
</tr>
<tr>
<td>ISFS</td>
<td>248</td>
<td>20</td>
</tr>
<tr>
<td>Low-power auxiliaries</td>
<td>62</td>
<td>3</td>
</tr>
<tr>
<td>TV auxiliaries</td>
<td>738</td>
<td>7</td>
</tr>
<tr>
<td>UHF transmitter/boosters</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Experimental TV</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Remote pickup</td>
<td>135</td>
<td>12</td>
</tr>
<tr>
<td>Aural SL &amp; intercity relay</td>
<td>2,819</td>
<td>269</td>
</tr>
</tbody>
</table>

Includes off-air licenses.

| WOIQ(FM) Tallahassee, Fla. (103.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from AM-RAD Corp. to Kelly Communications Inc. for $1.47 million (BROADCASTING, May 30). Seller is owned by Maurice Ne-grin (50%), Jacob Oppenheimer (48%), and Allan G. Klein (2%). It has no other broadcast interests. (BAPL-8307145) Action Aug. 31.
| WQKJ(FM) Greenville, Ky. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Hayward F. Spinks Inc. and George Jacobson for $10,000 in debt. Seller owns WLLS-FM-Hampton, Ky. Buyer is manager of WQKY-FM and has no other broadcast interests. (BAPL-8307187V) Action Aug. 31.
| WACZ(FM) Bangor, Me. (620 khz, 5 kw, DA-N)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by Donald K. Mayes, president. Mayes is also 85% owner of WWDW(FM) Saginaw, Mich. Buyer is owned by Gene Eillers, president, and Vera Eillers, vice president. Has no other broadcast interests. (B-3060714E) Action Aug. 31.
| WWOX(FM) Bay City, Mich. (1250 khz, 1 kw)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by George M. Phillips, president. It also has interest in WDLW(AM) Walibam, Mass. Buyer is owned by Stephen E. King, president, and has no other broadcast interests. (B-3060714E) Action Aug. 31.
| KBOA(FM) Kalamazoo, Mich. (1250 khz, 1 kw)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by Donald K. Mayes, president. Mayes is also 85% owner of WWDW(FM) Saginaw, Mich. Buyer is owned by Gene Eillers, president, and Vera Eillers, vice president. Has no other broadcast interests. (B-3060714E) Action Aug. 31.
| KBOA(FM) Kalamazoo, Mich. (1250 khz, 1 kw)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by Donald K. Mayes, president. Mayes is also 85% owner of WWDW(FM) Saginaw, Mich. Buyer is owned by Gene Eillers, president, and Vera Eillers, vice president. Has no other broadcast interests. (B-3060714E) Action Aug. 31.
| KBOA(FM) Kalamazoo, Mich. (1250 khz, 1 kw)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by Donald K. Mayes, president. Mayes is also 85% owner of WWDW(FM) Saginaw, Mich. Buyer is owned by Gene Eillers, president, and Vera Eillers, vice president. Has no other broadcast interests. (B-3060714E) Action Aug. 31.
| KBOA(FM) Kalamazoo, Mich. (1250 khz, 1 kw)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by Donald K. Mayes, president. Mayes is also 85% owner of WWDW(FM) Saginaw, Mich. Buyer is owned by Gene Eillers, president, and Vera Eillers, vice president. Has no other broadcast interests. (B-3060714E) Action Aug. 31.
| KBOA(FM) Kalamazoo, Mich. (1250 khz, 1 kw)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by Donald K. Mayes, president. Mayes is also 85% owner of WWDW(FM) Saginaw, Mich. Buyer is owned by Gene Eillers, president, and Vera Eillers, vice president. Has no other broadcast interests. (B-3060714E) Action Aug. 31.
| KBOA(FM) Kalamazoo, Mich. (1250 khz, 1 kw)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by Donald K. Mayes, president. Mayes is also 85% owner of WWDW(FM) Saginaw, Mich. Buyer is owned by Gene Eillers, president, and Vera Eillers, vice president. Has no other broadcast interests. (B-3060714E) Action Aug. 31.
| KBOA(FM) Kalamazoo, Mich. (1250 khz, 1 kw)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by Donald K. Mayes, president. Mayes is also 85% owner of WWDW(FM) Saginaw, Mich. Buyer is owned by Gene Eillers, president, and Vera Eillers, vice president. Has no other broadcast interests. (B-3060714E) Action Aug. 31.
| KBOA(FM) Kalamazoo, Mich. (1250 khz, 1 kw)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by Donald K. Mayes, president. Mayes is also 85% owner of WWDW(FM) Saginaw, Mich. Buyer is owned by Gene Eillers, president, and Vera Eillers, vice president. Has no other broadcast interests. (B-3060714E) Action Aug. 31.
| KBOA(FM) Kalamazoo, Mich. (1250 khz, 1 kw)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by Donald K. Mayes, president. Mayes is also 85% owner of WWDW(FM) Saginaw, Mich. Buyer is owned by Gene Eillers, president, and Vera Eillers, vice president. Has no other broadcast interests. (B-3060714E) Action Aug. 31.
| KBOA(FM) Kalamazoo, Mich. (1250 khz, 1 kw)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by Donald K. Mayes, president. Mayes is also 85% owner of WWDW(FM) Saginaw, Mich. Buyer is owned by Gene Eillers, president, and Vera Eillers, vice president. Has no other broadcast interests. (B-3060714E) Action Aug. 31.
| KBOA(FM) Kalamazoo, Mich. (1250 khz, 1 kw)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $40,000 noncompete agreement. Seller is headed by Donald K. Mayes, president. Mayes is also 85% owner of WWDW(FM) Saginaw, Mich. Buyer is owned by Gene Eillers, president, and Vera Eillers, vice president. Has no other broadcast interests. (B-3060714E) Action Aug. 31.
license from West Tennessee Broadcasting Co. to Andrew Jackson Broadcasting Co. for $550,000 in cash. Seller is owned by Ianthus P. Denby, Doris King, Jack Cunningham (26.66% each) and Bill Haney (20%). It has no other broadcast interests. Buyer is owned by Andrew Jackson Hendrickson Jr., president (47%), his sons, Stephen Taylor Hendrickson and Andrew Blake Hendrickson (46% each), and Jerry A. Adams (45%). Andrew Blake Hendrickson has interest in cable TV at Lebanon, Tenn. Stephen Hendrickson is sales manager and Andrew Jackson Hendrickson Jr. is consultant there. Adams is general manager of WLUY(AM) Nashville and WYHY(FM) Lebanon. (BTL-830719HA,B) Action Aug. 31.

■ NWPC(AM) Newport, Tenn. (1060 kHz, 1 kw-D)—Application dismissed for transfer of control of Newport Broadcasting Co. from Millard V. Oakley and Edward M. Johnson (88% before; 49% after) to Carroll Wayne Harris. (BTKC-830620FC) Action Sept. 6.

■ KKYR(AM) Marshall, Tex. (1410 kHz, 500 w-D)—Granted assignment of license from Citizens Broadcasting Inc. to Gordon Media Corp. for $522,000. Seller is owned by Stanley Sournees and Herb Graebner. It has no other broadcast interests. Buyer is headed by John Gordon, president. He is former newsmaster at KMBT-AM-FM Marshall. It has no other broadcast interests. (BALK-830705WE) Action Sept. 6.

■ KYST(AM) Travis City, Tex. (920 kHz, 5 kW-D, 1 kw-N; DA-2)—Granted assignment of license from Henderson Broadcasting Corp. to Vel Communications Corp. for $2 million. Seller is headed by Roy E. Henderson, president. He also owns 50% of WKLIT(FM) Kalkaska, Mich. Buyer is owned by Cruz Velasquez (51%) and wife, Rosie. She is applican for new WAM at Houston. Cruz Velasquez is Houston businessman. Rosie Velasquez is homemaker. (BALK-830714EF) Action Aug. 29.

FM: 92.1 mhz, 1.8 kw, HAAT: 390 ft.—Granted assign- ment of license from S. Blum to WRJC Broadcasting Co. for $336,000. Seller owns 50% of KOLV(FM) Oswie, Minn. Buyer is owned by Paul Scott, president (60%), and Allyn Stenool (40%). Scott is assignment editor at WKTV(BT) La Crosse, Wis. Stenool is news reporter at KAGE-AM-FM Winona, Minn. (BALK-H-830715GT,U) Action Aug. 31.

■ WBUU(AM) Poyntett, Wis. (1240 kHz, 1 kw-D, 250 w-N)— Granted assignment of license from Robert P. Hansen Broadcasting Inc. to Weinbrenner & Olson Inc. for $400,000. Seller is owned by Robert P. Hansen. It has no other broadcast interests. Buyer is owned by Randy J. Wein- brener, president (58%) and Robert W. Olson (42%). Olson is radio announcer at WLAK(FM). (BALK-830725FE) Action Sept. 6.

Facilities changes

AM actions

■ WRHC (1550 kHz) Coral Gables, Fla.—Granted CP to increase night power to 500 w. Action Sept. 1.

■ WCMQ (1210 kHz) Miami Springs, Fla.—Granted modification of CP (BP-810099AG) to change TL. Major environmental action under section 1.1305 of rules. Action Aug. 31.

■ *WLCA (89.9 mhz) Godfrey, Ill.—Granted CP to make changes in antenna system; change type trans.; increase ERP. Action Aug. 29.

Services

FM: 92.1 mhz, 1.8 kw, HAAT: 390 ft.—Granted assign- ment of license from S. Blum to WRJC Broadcasting Co. for $336,000. Seller owns 50% of KOLV(FM) Oswie, Minn. Buyer is owned by Paul Scott, president (60%), and Allyn Stenool (40%). Scott is assignment editor at WKTV(BT) La Crosse, Wis. Stenool is news reporter at KAGE-AM-FM Winona, Minn. (BALK-H-830715GT,U) Action Aug. 31.

■ WBUU(AM) Poyntett, Wis. (1240 kHz, 1 kw-D, 250 w-N)— Granted assignment of license from Robert P. Hansen Broadcasting Inc. to Weinbrenner & Olson Inc. for $400,000. Seller is owned by Robert P. Hansen. It has no other broadcast interests. Buyer is owned by Randy J. Wein- brener, president (58%) and Robert W. Olson (42%). Olson is radio announcer at WLAK(FM). (BALK-830725FE) Action Sept. 6.

FM actions

■ KMCK-FM (105.7 mhz) Siloam Springs, Ark.—Granted CP to make changes in antenna system; change TL. Action Sept. 6.

■ KSRF (103.1 mhz) Santa Monica, Calif.—Granted CP to change TL; ERP to 562 kw, and change HAAT to 575 ft. Action Aug. 31.

■ KIIG-FM (102.7 mhz) Manitou Springs, Colo.—Granted CP to make changes in antenna system and increase ERP to 100 kw. Action Aug. Sept. 6.

■ KCIR (90.7 mhz) Twin Falls, Idaho—Granted CP to make changes in antenna system; increase ERP to 20.2 kw; increase HAAT to 2.515 ft., and increase TPO to 10 kw. Action Aug. 29.

■ WMET (95.5 mhz) Chicago—Granted CP to make changes in antenna system and increase ERP to 8.9 kw. Action Sept. 7.

■ WXXQ (98.5 mhz) Freeport, Ill.—Granted CP to make changes in antenna system and change ERP to 25 kw. Action Sept. 6.

■ WZSO-FM (104.9 mhz) Murphysboro, Ill.— Granted CP to change ERP to 3 kw and change HAAT to 300 ft. Action Aug. 30.

■ WFRU-FM (102.9 mhz) Grand Rapids, Mich.—Grant- ed modification of CP (BP-H-803233A), as mod.) to make changes in antenna system and change TL. Action Sept. 6.

■ WOKM-FM (103.5 mhz) New Albany, Miss.—Granted CP to change TL; increase ERP to 100 kw; change HAAT to 604.5 ft.; change type transmitter and make changes in an- tenna system. Major environmental action under section 1.1305. Action Aug. 30.

■ WLNI-FM (98.3 mhz) Laconia, N.H.—Granted CP to make changes in antenna system; change ERP to 2.1 kw and increase HAAT to 400 ft. Action Sept. 6.

■ KQAV-FM (92.7 mhz) Tecumcari, N.M.—Granted CP to change ERP to 30 kw; and change HAAT to 842 ft., and change TL. Action Aug. 30.

■ WYMU-FM (103.9 mhz) Beaver creek, Ohio—Granted modification of license to change community to Beaver- creek, Ohio. Action Aug. 30.

■ WVXU-FM (91.7 mhz) Cincinnati—Granted CP to make changes in antenna system; change type trans.; change type antenna; increase ERP to 10.2 kw; increase HAAT to 685 ft., and change TPO. Action Aug. 31.

■ WUSD (91.1 mhz) Granville, Ohio—Granted CP to make changes in antenna system and add FM broadcast station; change frequency to 91.1 mhz; increase ERP to 100 kw, and make changes in ant. sys. Action Sept. 7.

■ WGVG (91.5 mhz) Greenville, Ohio—Granted CP to change frequency to 91.5 mhz. Action Aug. 29.

■ W杩F (94.3 mhz) Saugerties, N.Y.—Granted modifi- cation of CP to change SL and request waiver of section 73.1125(B)(2) of rules. Action Sept. 6.

■ wouc-FM (104.7 mhz) Columbia, S.C.—Granted CP to make changes in antenna system; increase ERP to 98 kw and increase HAAT to 1,004 ft. Action Sept. 6.

■ KFMN-FM (107.9 mhz) Abilene, Tex.—Granted CP to change TL; change HAAT to 667 ft., and make changes in antenna system. Action Aug. 30.

■ KRLY (93.7 mhz) Houston—Granted CP to make changes in antenna system and increase HAAT to 1,779 ft. Action Sept. 7.

■ TV actions

■ WBBF (ch. 45) Baltimore—Granted MP (BPCT- 810924KE, as mod.), to change ERP to 3,925 kw vis., 785 kw aur., and change type antenna. Action Aug. 30.

■ KIVA-TV (ch. 12) Farmington, N.M.—Granted CP to change ERP to 31.6 kw vis., 31.6 kw aur., and change HAAT to 410 ft. Action Aug. 31.
HELP WANTED MANAGEMENT

Hot GM needed for our Sunbelt top 100 class C. The goals are high, but so's the commission. Write Box B-87.

General manager who, while sales-oriented, also understands programming and talk formats. She must be prepared to handle a very short list, be a team leader, and a personal doer. Have knowledge of cash flow management. This AM & FM market is well rated. So, if you have a record of management, are settled and ready for your last job, let's talk. Participation considered after a full get-acquainted period. Write Box B-114.

General manager. Our successful growth oriented company is expanding in the Northwest. To participate, send your presentation to Constant Communications Company, 107 Burnham Rd., Lake Oswego, OR 97034. EOE.

General sales manager. Multimedia Radio, Inc., is seeking an experienced sales manager for SKW KEEL Class C FM KMBQ, Shreveport, Louisiana. Both stations are top performers in ratings and revenue. If you have documented sales & pagination success, you can carry and build upon a minimal amount of house billing, and direct our large pro staff, let us hear from you. Contact Carl D. Hamilton, KEEL/KMBQ, 315-426-8892. EOE.

WBEZ seeks director of marketing. Responsible for all development activities (writing grants, seeking underwriting, arranging on-air marathons, membership, promotion, public relations, and volunteer activities.) Supervised staff of six. Must have demonstrated communications, managerial and professional skills, including direct experience in sales/marketing. Salary competitive—$30,000. 312-360-6227.

Reptile growing radio group is accepting applications for future general manager positions. Great growth potential for strong, sales-oriented people. Various markets now being considered in addition to current available positions. Send resume and letter to Box B-135. EOE.

Sales managers. Growth posture corporation expecting acquisitions seeks experienced general sales managers for AM and FM stations. Experienced in national sales, working knowledge of budgeting important. Must be creative motivator with proven training techniques. Send resume, earnings history, salary requirements, and references in first letter to Great Trails Broadcasting, 435 Main Street, Dayton, OH 45402. All replies confidential. Equal opportunity employer.

Management position open for either a station manager or sales manager at WTAL. Station serves Carbondale and Southern Illinois University. Strong sales background and ability to train and manage staff and/or excellent people skills required. This is the #1 contemporary station in this area. This could be your next step to a major market. Send resume to Personnel Manager, 811 Broadway Mt. Vernon, IL 62864. EOE. MF.

Experienced operations director for A/C formatted class C FM in west Michigan metro. Must be strong in programming and promotion with some technical background. Send tape and resume to: Operations Manager, WJFM Radio, 280 Ann, NW, Grand Rapids, MI 49504. Please—no phone calls. Fetzer Broadcasting is an equal opportunity employer.

Managers. We are in a growth posture expecting acquisitions and see experienced general managers for our stations. Must have had previous managerial experience in AM/FM combos, working knowledge of national sales, programming, and FCC regulations. Send full resume, salary history and requirements, and references in first letter to Great Trails Broadcasting, 4 South Main Street, Dayton, OH 45402. All replies confidential. Equal opportunity employer.

HELP WANTED SALES

FM radio station in Midwest seeking problem-solving sales account executive. Top 10 market. Must be able to plan and implement profitable sales promotions. Will receive major account list. Our sales staff awaits another team player. Submit resumes in confidence to Box B-17.

WOCB/WSOX looking for professionals to sell and live in year round vacation community. Cape Cod, Massachusetts. Experience required. Excellent opportunities for aggressive salespersons. Resume to Don Schuette. General Manager, 278 South Sea Avenue, West Yarmouth, MA 02673.

Midwest/Southwest group has openings for experienced sales professionals. Contact Manager, KEOL/KMBQ, 303-601-2177. Fax 303-601-4444. In Gallup, NM. EOE.

Arizona and California locations. Send resume and salary requirements to: 3555 S. Broadway Ave., Denver, CO 80209. Equal opportunity employer.

Are you on your way up? We need an enthusiastic, knowledgeable sales person. Leading FM CHR, 60,000 watt station. Call Manager, KQ83, 505-863-4444, in Gallup, NM. EOE.

Sales school, complete training from prospecting thru renewed sales. Must be aggressive. Salary & commission avail. Only $250 for 5 days. For info, write Box 741323, Dallas, TX 75374-1323.

Central coastal California. AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSJY/KUNA, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

Sales manager for immediate opportunity with own territory. Must have experience in a country music oriented market. Long term game plan. RAB support. First-hand New England knowledge an asset. Compensation to $30K plus incentives and benefits, depending on experience. Write in confidence to: Dick Hyatt, President. WRDO/WSCI(FM), One Memorial Circle, Augusta, ME 04330. EOE.

Whiteville NC. WITY-AM daytimer needs one salesperson. Established list. Mr. Putnam, Box 1038, Zap 28472.

Live in the scenic Berkshires of western Massachusetts & be part of the top station's dynamic sales team in a growing public company which offers opportunity & rewards. Write to Box Manager, WUPE-FM, Box 1265, Pittsfield, MA 01202.

Des Moines is one of top 50 cities in United States in annual radio station profits. Strong sales commissions here, too. If you are stymied where you are, now's the time to investigate. Confidentially assured. Good list, training, benefits, salary, commission. Network affiliation, multi-station corporation. EOE. Write Box A-61.

Director of development for KCFR in Denver. Qualifications include demonstrated track-record in public broadcasting fundraising or in commercial broadcasting sales. Contact Max Wyck, KCFR, 2056 South York Street, Denver, CO 80208, before October 15, 1983. AAA/EOE/FMVH.

Florida 10,000 watt AM in 500,000+ market seeks aggressive sales person with proven sales record. Opportunity for further advancement for person who proves ability in street sales. 305-425-0623. Box 5519, Orlando, FL 32855.

Opportunity unlimited with Hedberg Group. Sales position open for an ambitious, self-disciplined, self-starter who can sell 100,000 watts of country's best in Sioux Falls, South Dakota. Opportunity to earn and advance is unlimited. New station with aggressive promotion creating a market currently void of a proven sales producer. Must be an B-5 street-lighter. If you can sell me, you'll have both security and opportunity unlimited. Confidential contact guaranteed. Resume requested; send to Glenn Pederson, KLOL, Box H, Luverne, MN 55946. Telephone: 507-283-4444.

HELP WANTED ANNONCERS

Applications now being accepted for future employment at country FM. Tape, resume, requirements to Rex Broadcasting Corp., Attn: Jay Price, PO Box 50006 Tucson, AZ 85703. No phone calls.

New England Opening for morning drive position. Excellent small market. Send resume to: Stan Stasen & R. Joe Concor, PD, WCAP, 243 Central Street, Lowell, MA 01852. EOE.

Gifted morning talent for Midwest medium Market full-service personality A/C. Maintain huge adult audience with conservative approach, information. Phones a plus. EOE. Resume only to Box B-117.

Announcer—salesperson. Country music format. Air shift plus some sales duties. Send resume to: WJMS, Box 547, Prince Frederick MD 20678. No phone calls.

Christian stations need Announcers and annunciators for Virginia-Carolina markets. Send tape and resume to: Box 1205, 1120 W. 4th Street, Winston-Salem, NC 27101.

WSVS has an opening for a qualified announcer. Minimum of three years' experience required. Primary responsibility will be commercial production, with the ability to back up in any area of station operation. Must be available by October 17, 1983. To arrange for an interview, call 804-645-7734 Monday-Friday between 9:00 and 5:00 p.m. EOT. WSVS is an equal opportunity employer and encourages minorities and females to apply for this opening.

WSVA is seeking a mature sounding personality for afternoon drive. Must be familiar with band/all time hits format. Must have experience & background in air work and a good commercial voice. Tape & resume: Box 752, Harrisonburg, VA 22801. EOE.

Rapidly growing radio group in small to medium markets accepting applications for qualified on-air talent. Various formats and style positions. These are for current and future openings. Letters and resumes only to Bx-136. EOE.

HELP WANTED TECHNICAL

Chief engineer—group owned AM/FM, experienced in FM, AM directional, studio maintenance, and FCC rules. Send resume and salary requirements to WINTC AM/FM, Box 7167, Greenville, NC 27834. EOE.

Looking for permanency? If you are up on FCC regulations, directional AM, FM, and automation, we offer stable employment, congenial staff and surroundings, and an equal opportunity employer. Mail resume to: KGAK, Gallup, NM. EOE. 505-863-4444.

Position available for chief/maintenance engineer. Responsible management provides well-equipped shop, State-of-art equipment, Back-up transmitters for two towers, directional, daytimer AM and class B automated satellite-receive FM. Rental home available near station. Very attractive salary and benefits commensurate with qualifications. Location in peaceful community with fine school system. Please send resume to: General Manager, Mount Vernon Broadcasting, Box 348, Mount Vernon, OH 43050. An EOE.

Michigan resort stations looking for capable engineer; (1) 100,000 watt station, total 4-station group with new equipment. Good benefits. Resume and salary requirements to Box B-130.

HELP WANTED NEWS

Good opportunity in a nice community. Experienced newsreader wanted to gather, write, and deliver news. EOE. Send tape, resume, and writing samples to Greg Lance, WRTA, P.O. Box 272, Altoona, PA 16603

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.
**SITUATIONS WANTED:**

**WANTED:** Program producer who has worked in the medium market for over 10 years. Currently working in a major market. Resume and references to: Box B-144.

**SITUATIONS WANTED:**

**WANTED:** Male or female, who has worked in the medium market for over 10 years. Currently working in a major market. Resume and references to: Box B-144.

**SITUATIONS WANTED:**

**WANTED:** Male or female who has worked in the medium market for over 10 years. Currently working in a major market. Resume and references to: Box B-144.

**SITUATIONS WANTED:**

**WANTED:** Male or female who has worked in the medium market for over 10 years. Currently working in a major market. Resume and references to: Box B-144.

**SITUATIONS WANTED:**

**WANTED:** Male or female who has worked in the medium market for over 10 years. Currently working in a major market. Resume and references to: Box B-144.

**SITUATIONS WANTED:**

**WANTED:** Male or female who has worked in the medium market for over 10 years. Currently working in a major market. Resume and references to: Box B-144.

**SITUATIONS WANTED:**

**WANTED:** Male or female who has worked in the medium market for over 10 years. Currently working in a major market. Resume and references to: Box B-144.

**SITUATIONS WANTED:**

**WANTED:** Male or female who has worked in the medium market for over 10 years. Currently working in a major market. Resume and references to: Box B-144.

**SITUATIONS WANTED:**

**WANTED:** Male or female who has worked in the medium market for over 10 years. Currently working in a major market. Resume and references to: Box B-144.

**SITUATIONS WANTED:**

**WANTED:** Male or female who has worked in the medium market for over 10 years. Currently working in a major market. Resume and references to: Box B-144.

**SITUATIONS WANTED:**

**WANTED:** Male or female who has worked in the medium market for over 10 years. Currently working in a major market. Resume and references to: Box B-144.

**SITUATIONS WANTED:**

**WANTED:** Male or female who has worked in the medium market for over 10 years. Currently working in a major market. Resume and references to: Box B-144.
Anchor for major newscasts. If you have on-air experience, have a background as a working journalist, can produce and write, and are dedicated to developing a number one news cast, we're looking for you. Minimum of two years experience. Degree in journalism of communications required. Send resume and application to Hall Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Top 50 market needs reporter/anchor. You must like street news as well as anchor work. Send resume with minimum salary requirements to: Box 1261. Females and minorities also encouraged to apply EEO/M/F.

Weatherperson. Do you have more to offer than an AM5 seat? Are you a good reporter, too? Say on some of the most exciting and challenging events! If you're really good and want to join the best news team in Washington, DC, send resume to: Chuck Woolsey, WTTG, Metromedia, Inc., 5151 Wisconsin Ave. NW, Washington, DC 20016. An equal opportunity employer.

Producer for northern New England's top rated news operation. Minimum 1 yr production experience, must be good writer, and take charge individual. Tape resume to: Dave Robinson, WDAG, WGN-TV, Northport Plaza, Portland, ME 04104.

Meteorologist to anchor 6 and 11 PM weathercasts. Must live and breathe weather. Must be a communicator. Must have a minimum of two years experience. We are a station committed to winning in a beautiful place to live and work. Salary and a great equal opportunity employer. Resume only to Box B-129.


Reporter: top 20 network affiliate seeks reporter who can turn personal finance and national economic stories into interesting, lively reports. Must be able to understand the world of business and economics, and be able to translate it all to the viewer in understandable, down-to-earth terms. Send tapes and resumes to: Denver, NBC News, 4655 27th St., University Ave., St. Paul, MN 55114. Equal opportunity employer. M/F.

Director: Top 20 station needs experienced director for heavy DVE 6 & 10 PM newscasts. Although news will be primarily responsibility, applicant must have experienced in directing field and studio production programs and single & multi-camera remotes; editing skills desirable. Resume only to Box B-133.

General assignment reporter. KOB-TV in sunny Albuquerque. Must have two years experience or more preferred. Send tape & resume to News Director, P.O. Box 1351, Albuquerque, NM 87103. EEO/M/F.

Anchor-producer: Stable West Coast staff. Replace number-one 11PM anchor who has gone "major market." Dominant ratings. Excellent compensation. Top group ownership. Enjoy the Sunbelt lifestyle as you grow with the best. EEO. Resume only to Box B-139.

Morning anchor/producer-WRCB-TV is looking for an experienced on-air newscaster to produce and anchor early morning news cut-ins and local noon newscast. Experience with weather information also desirable. Send tape and resume to Hall Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer/director: aggressive Sunbelt 50's market affiliate seeks well-rounded self-starter with minimum 3 years' commercial producing/directing experience. Salary negotiable. Send resume and salary history only in confidence to Box B-81

Audience promotion director—large market. South Florida VHF seeks creative promotion pro to handle all mediums of audience promotion. Strong production and copywriting skills essential. Send resume and salary history only in confidence to Box B-81.

PM videographer/editor: seeking creative and energetic persons for number one PM Magazines. Must have at least two years experience. Responsibilities include videotaping, lighting, and editing on video-tape. Send resume to: Box 1261, South Bend Magazine, WWTV-L, 1024 N. Rampart St., New Orleans, LA 70176. No resumes and tapes will be accepted after September 30th. No phone calls, please. EEO/C.

Creative director—create commercials at the #1 station in the country. Experience with state of the art in new e-hostr production facility. We're looking for a highly skilled individual in commercial production with a minimum of five years' television production experience. Must have strong creative and production, technical knowing and directing experience in studio, location, and post production, and in assisting account execs with sales development. Prerequisite that all major operations a must. Send resume and tape to: Duane Borovac, Production Mgr., KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE/M/F.

Promotion manager-WRAL-TV, Raleigh, NC, needs highly creative, dynamic, top producer/director and director to direct our large active department plus outside agency. If your strengths combine advertising expertise with leadership and personnel skills, and you've spent 2 years or more in marketing work and demonstrating those skills, we would like to hear from you. We're one of the nation's largest stations in one of, if not the most, dynamic, exciting markets in the country. Minimum 2 years experience. Send resume to: Jim Shelnish. Raleigh, NC 27605. EOE/M/F.

Star videotape editor—major mid-Atlantic, production/post-production center seeks talented, creative on-line videotape editor. Experience with 1" type C VTR's, in all phases of post production preferred. Send resume, tape, and pay rates to: Box 1261, WDBJ, Roanoke, VA 24012-0007. An equal opportunity employer.

Field producer: WDBJ Television, a quality broadcaster in the Shenandoah Valley, seeks field producer for our weekday PM news. Minimum individual proficient in 1/4 production, photography, and writing. Prefer 2 years' commercial experience. Must be a top-notch professional who thrives on hard work and creative challenge. For details and application, Personnel Office, WDBJ-TV, Inc., P.O. Box 7, Roanoke, VA 24012-0007. An equal opportunity employer.

Production manager: applicant should have minimum two years' experience, prefer college degree, expertise in all phases of TV production. Send resume to Dave Miller, Program Manager WCVM-TV, PO Box 4, Columbus OH 43216 EOE.

Field producer: PM Magazine. One of the successful PM Magazine shows is looking for an experienced field producer. Must be able to research, write, and produce features. Send your reel and resume to Ron Oston, WSFB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Writers and producers: Immediate openings: Strong writing and people skills required for heavy commercial production. Minimum of three years' experience required. Call James James, KHTG-TV, Kearney, NE 308-743-2494.

Producer/director for Toledo PTV station WGET-TV looking for intelligent, imaginative, creative producer/director with post production experience. Capable of wide range program design, production and post-production. Salary range $16,000-$21,000. Send resume, salary history credits, and cover letter stating your professional television qualifications and commitments to Shirley Timoner, Box 30, Toledo, OH 43692. EEO/AA.

Co-hosts. We're looking for two people to co-host a newly formatted daily daytime show. The successful candidate will participate in all aspects of the program. Prior on-air professional experience, excellent communication skills and program production experience required. Send resume, salary history credits, and cover letter stating your professional television qualifications and commitments to Shirley Timoner, Box 30, Toledo, OH 43692. EEO/AA.

PM Magazine co-host—we're still looking for that talented individual to complement our female co-host and Ann Landers type columns. Send resume and salary history only in confidence to Box B-81.

SITUATIONS WANTED MANAGEMENT


Mature account executive, with international experience in program sales, syndication, advertising, and commercialization of TV spaces, seeks a demanding but rewarding position where ability to coordinate clients at all levels of management is decisive. Salary requirements $40K to $50K, range 350-367-2666.

SITUATIONS WANTED NEWS

Female law school graduate with investigative experience seeks researcher/associate producer position on consumer or investigative unit. Have solid print background and lots of energy. 312-226-0796.

Call me! Weather forecaster. Computer graphics, communications, meteorology. Looking for top 100's area Jeff, 716-434-4576.

Experienced commentator/host, telegenic, seeks anchor/reporter slot in news or magazine format. Strong interviewer, professional journalist. Tape, 8 X 10 on request. 212-564-9659.

Attractive, top-rated female anchor/reporter, now doing weekends, seeks full time anchor position. Proven ratings booster! Hurry! Call 612-483-4426.


Meteorologist seeking weekday position in Southern or Eastern medium or major market. Experienced small, large markets. Write Box B-118.

23 year-old black male seeking employment in television reporting. Have M.S. and experience reporting for cable television and medium market newspaper. Send resume and tape to: Box 1207, 782-79365, or write 1257 Jamie Lane, Homewood, IL 60430.

Meteorologist with television and radio experience desires moving to medium or major market. Write Box B-134.

Troubleshooter has gun. Will travel. Loaded for investigative, consumer, political reporting. Box B-142.

SITUATIONS WANTED PRODUCING, PRODUCTION & OTHERS

Dupont-Columbia award — winning television documentary and field freelance production position. Rob, 212-898-5327.

I can. Recent graduate, Newhouse Communications School, scholarship recipient. Extensive internship experience in promotion, programming & production. Gifted, creative, dedicated. Hard working, responsible, ambitious. Will relocate. References Reply Box B-76.

Swift, lively writer; adept researcher seeks news, documentary or indep. project. NBC affiliate experience. 6 yrs. point reporting. Highly organized Spanish speaking. 619-942-3361.


Workaholic with 2 yrs. major commercial experience in special effects, storyboards, product animation, CMX, general production (Streetslabs, Campbell's Soup, Connecticut Savings Bank, Washington Lottery, etc.) Will relocate for challenging position. Sample tape upon request. Scott Wilson, 712-765-4773.

Director/cinematographer for film and television commercials. Talented, experienced, motivated and needing a challenge. Write Box A-188.

2# in promotion dept. wants #1 spot. Writes, produces, directs station and news promotions. Can create from scratch. GCHEC on-mine in writing, directing, producing. Will relocate for challenging position in TV production. A motivator. Write Box B-122.

HELP WANTED TECHNICAL

VIDEOTAPE EDITORS: the cable programming industry is exciting, dynamic, & steadily growing. At the forefront of the industry is Group W Satellite Communications, a division of Westinghouse Broadcasting & Cable. The Satellite News Channel, our new 24 hour live news program, is seeking experienced videotape editors who will be responsible for editing news stories, employing judgment in determining story newsworthiness, & monitoring/insuring quality standards & recording/logging incoming feeds. To qualify, candidates must possess a minimum of 2 years professional experience with a news operation, as well as familiarity with Sony 8 inch editing equipment. A college graduate is preferred; a flexible schedule is a must. For immediate consideration, please send resume stating salary history/requirements to Human Resources, Dept. E, Group W Satellite Communications, 41 Harbor Plaza Dr., Stamford, CT 06904. An equal opportunity employer. M/F.

HELP WANTED PROGRAMMING PRODUCTION, OTHERS

COMMERCIAL PRODUCTION - suburban NYC cable operation seeks experienced pro to head commercial production unit. Responsible for producing, writing, shooting, and editing. Must be skilled in 1/4" editing and slide transfer. Also, must be able to direct remote sporting events from mobile unit. No beginners, only pros who work quickly and efficiently. Salary $20,000, plus excellent benefits. Resume only to Box B-119.

ALLIED FIELDS

HELP WANTED TECHNICAL

RECORDING ENGINEER/TECHNICIAN. Religious audio & video production facility seeks recording engineer/technician with strong audio production skills & electronics background. Position includes recording/mixing/editing audio for various electronic media resources, plus some maintenance work. Desirable for applicant to have recording experience with orchestras, small ensembles, & voice talent. Video experience helpful. Send resume to Personnel Office, RLDS Auditorium, P.O. Box 1059, Independence, MO 64051, Attn: David Wheaton.

SITUATIONS WANTED PROGRAMMING PRODUCTION, OTHERS

Operations Director for small FM (Chicago) looking for career advancement in radio/TV/cable production. 8 years experience includes construction management, programming, sales, promotion & accounting (radio & TV). Allison, 312-432-7139.

WANTED TO BUY EQUIPMENT

Wanted: 1,000 foot FM tower for Phelps-Dodge CPM HP-10 100-way antenna. Call 612-222-5555.

WANTED 250, 500, 1,000, and 5,000 watt AM-FM transmitters. Guarantee Supply Corp., 1314 Iubrice Street, Laredo, TX 78934. Manuel Flores 512-723-3291.

Good usable broadcast equipment needed: all types for AM-FM-TV. Call Ray LaRue, Custom Electronics Co., 813-885-2338.

Instant cash highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitch, Quality Media, 404-324-1271.

ITC cart machines. Will pay top dollar. We must see first. Call for details: Walt Lowery, David Green Broadcast Consultants, 703-777-8660 or 5500.

Will pay cash for Sharp XC701RF camera control unit. New or used. Call Anie, 800-648-6966.

FOR SALE EQUIPMENT


Quality broadcast equipment: AM-FM-TV, new and used. Call Ray LaRue, Custom Electronics Co., 813-885-2338.


Quality Media is the leader—over a million a month in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our "satisfaction guaranteed" policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

West coast bargains. RCA TK 7, like new; new Ampex 1 tape, 1/2 new price; JCV port 1/4" recorder; thousands of other items. Call Jim Smith, Quality Media, 213-790-4383.


6¼" copper coax, flange fittings, bulkets, some hardware. 12' 40' 19½"; $450. Ampex 350 rec/plt electronics, $200. Townsend/Ampex TD-158 aural/visual modulator, 10 watt out, tuned ch. 44, $15,000. 2 PC-80 1 PC-70 Norelco color camera with CCU's. Angenieux 18-160 mm lenses and cables. $15K negotiable. Ron Miggell, 419-338-8444.


Ampex recorders, AG 440C - ATR 700 new, priced to close out. Special prices on ATR 8000 in stock. RCA 44 BX and Neumann U47 microphones wanted in trade. We quote at bid pricing on 3M, Ampex, and AudioPak magnetic products. Northwestern, Inc., 800-547-2552.

Andrew emergency Cable and connectors in stock for immediate shipment. LDF-450 and 550, JH-50, 650, 24-hour, 7-day a week response. David Green Broadcast Consultants Corporation, 703-777-8660; 703-777-8500, Box 590, Leesburg, VA 22075.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead.) O'Lin's, 1217 Armas, 6C, Los Angeles, CA 90025.

RADIO PROGRAMMING

One-minute daily soap: Party line sizzles! Call for demo. Fuller, Box 153, LaGrange, IL 60525, 1-579-9578.

Syndicated nostalgia format. Huge library outstanding sound quality. The best available. AM stereo already proven in several major markets. Into and demo tape. Write on letterhead to P.O. Box 38441, Cincinnati, OH 45238.

Commentaries, 3-minutes each, on tape. An objective perspective on political, social, ethical issues that will rouse your audience to tune in. Call in, write in. Heard weekly on radio and cable television in New York and other cities. Write for samples. Raymond Newman, Box 506, Lenox Hill Station, New York, NY 10021.

MISCELLANEOUS

The Audition Tape Handbook can assist you in producing a professional sounding tape that you can do yourself! Write for details. The Broadcast Company, Ltd., P.O. Box 59, Westmont, IL 60559.

Television field production. Elections/olympics/special events. Add impact to your coverage. Award-winning producer and crew available for innovative on-location production. Contact Jonathan Rosen/Impact Communications, 914-937-0900.

RADIO

Help Wanted Management

ASSISTANT COMPTROLLER

Due to rapid growth and expansion, SATELLITE MUSIC NETWORK is seeking an assistant comptroller with the capabilities to become comptroller rapidly. Must have at least 3 years experience. CPA desirable. Report to David Hubschman, Executive VP of Finance. Send resume and salary requirements to:

David Hubschman
Executive Vice President
Satellite Music Network
P.O. Box 31542
Dallas, TX 75231

PUT YOUR STATION AT THE TOP WHERE IT BELONGS!

Highly successful programmer, 14 years experience - currently programming one of America's top rated FM/AAC's in top 10 major market. If you're committed to attaining and maintaining the top position in your market, we should meet. Your reply will be held in strictest confidence. Write Box B-116.
RF Broadcast Systems Engineer

CBS Inc., a diversified leader in the communications industry has a position available for an allocations & RF systems engineer for its radio engineering department in NYC.

Responsibilities will include project budget preparation and planning, including FCC application, RF design and installation, and the supervision of AM, FM, microwave and 2-way communication systems.

You should have a BSEE degree and a minimum of 2 years related experience; familiarity with FCC procedures essential. Excellent written communications skills required to draft reports and comments for FCC review.

We offer a fully commensurate salary and excellent benefits package. For prompt consideration send resume and salary history to: Mr. Don Romeo, Manager of Technical Recruitment, CBS Inc., 51 West 52nd Street, New York, NY 10019.

A Division of CBS Inc.

Men and Women of All Races Desired

EXECUTIVE PRODUCER

Top 10 market. VHF network affiliate. Strong production, management and administrative skills and experience. Send resume only immediately to Box B-110. An equal opportunity employer.

PRODUCER

WCVB-TV, the ABC affiliate in Boston, seeks an experienced producer who is creative & a self-starter, to be responsible for the research, writing, & determination of content & overall integrity of a nationally syndicated, weekly, half-hour legal series. The person we seek must have the ability to manage show staff, as well as operate within established budgets & meet delivery dates.

Extensive experience in the production of talk shows, drama, & documentaries is required; & a background in both film & tape is desirable.

If interested, send resume (no telephone calls, please) to the Personnel Department, C 983, Metromedia, Inc., WCVB-TV, 5 TV Place, Needham Branch, Boston, MA 02192.

An equal opportunity employer, M/F.

PROMOTION MANAGER

Top 50 affiliate seeks energetic, creative person to coordinate all internal/external promotion & advertising. Must have extensive experience in on-air production. Writing skills a must. Resume only to Box B-57.

For Fast Action Use BROADCASTING's Classified Advertising

Help Wanted Technical

Help Wanted Programing, Production, Others

TV PRODUCER/DIRECTOR

The University of Toledo seeks applications for TV producer/director for university instructional and cable television operation. Must have production experience in instructional television as demonstrated in resume tape (RT-10). Responsibilities include developing, producing, and directing instructional and community service programs. Review of applicants will begin immediately.

Don Reiber
University Television Services
THE UNIVERSITY OF TOLEDO
2801 West Bancroft Street
Toledo, OH 43606
Equal opportunity/affirmative action employer.

Help Wanted Sales

NATIONAL SALES REP

The nation's leading private weather service is looking for additional representation for its wide range of weather-related products and services. Only sales people with proven credentials in radio and/or TV should apply. Send resume and salary history to Accu-Weather Inc., Department B, 619 W. College Avenue, State College, PA 16801. No phone calls, please. Accu-Weather Inc., is an equal opportunity employer.

Situations Wanted Management

I'M READY!

. . . to be G.M. of your Affiliate or independent TV Station. Currently employed in management with Natl. TV Rep firm. Previously at top 10 market stations in local sales, as L.S.M. and G.S.M. I understand programing and P & L's. I'm 36 y/o and I'm ready to meet your challenge. Reply in strict confidence to Box B-126.

Situations Wanted News

EXPERIENCED BROADCASTER

Victim of massive budget cut. Successful radio talk show host, morning man, news, and sports director. Three years NFL play-by-play. Have also anchored TV news, sports, and weather. Heavy on community-involvement and in demand as speaker and emcee. Prefer the Southeast, but will consider other locales. References available from all previous employers. Available for in-person talk and audition, or will furnish tapes. Write Box B-149

ALLIED FIELDS

Help Wanted Programing, Production, Others

AUTHORS WANTED BY NEW YORK PUBLISHER

Leading subsidy book publisher seeks manuscript of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. Send for free, illustrated 40-page brochure V-68. Vantage Press, 516 W. 34 St., New York, N.Y. 10012.
Help Wanted Management

Advertising

FIELD MEDIA SERVICES MANAGER

A Denver-based Fortune 500 company is seeking a qualified Field Media Services Manager:

- Candidate will maintain regional office requiring the development, presentation, implementation, & servicing of wholesaler cooperative (co-op) media spending plans.
- Responsibilities include securing distributor financial commitments, negotiation of local media buys, directing advertising agency implementation of media schedules, monitoring of local media marketplace, & training/assistant distributors & sales to achieve maximum media effectiveness & efficiency.
- Individual should have understanding of media planning fundamentals, media buying/sales (particular emphasis on local radio, outdoor, & print), & knowledge of media servicing operations including media scheduling, traffic, post-performance, & billing. 3 to 5 years' experience preferred. Prior field experience desirable. Overnight travel required.

We offer an excellent salary & benefit package. If interested, please send resume & salary history to:

Box B-120.

An equal opportunity employer, M/F.

Help Wanted Technical

CHIEF ENGINEERS
PLUS FULL & PART-TIME ENGINEERS
STAFF ENGINEERS

needed for Washington, DC and Southern California operations of growing Satellite Co.

CHIEF must have BSEE plus ten years experience in TV broadcast engineering, working knowledge in satellite communications; terrestrial microwave operation and maintenance experience; proven ability to understand technical schematics and block diagrams and provide quality technical services; developed communication skills to maintain excellent interpersonal relationships; ability to compile effective oral and written reports and maintain accurate records of operating and maintenance activities; second class FCC license. Management experience required.

ENGINEERS must have Associate degree in electronics plus two years electronic technician experience (or equivalent) with one of the two years in:

1. Maintenance of typically utilized technical equipment, (ENG U-Matic tape recorders, ENG television cameras, micro-wave STL equipment, audio follow video routing switching equipment, associated audio support equipment), or (2) In electronic circuit design with emphasis in microwave and TV broadcasting equipment. Demonstrated ability to properly use electronic test equipment and interpret electronic schematics and block diagrams; normal color vision and hearing; second class FCC license required.

Must be able to organize hours which will include evenings and some weekends. Have proven ability to work effectively with others. CALL COLLECT to BIC Personnel Department for employment application form. 801-237-2462.

AN EQUAL OPPORTUNITY EMPLOYER

For Fast Action Use

BROADCASTING's Classified Advertising

Help Wanted Technical Continued

FIELD ENGINEERS

The Sony Broadcast Company currently has two highly visible opportunities available in its Washington D.C./Philadelphia and New Jersey offices.

The successful candidates will possess 5 years experience with emphasis on installing, maintaining and servicing broadcast/digital electronics equipment. Knowledge of microprocessor technology highly desirable. BSEE or equivalent relevant experience is preferred.

SDNY offers a competitive starting salary and comprehensive benefits which include company-paid pension, dental and profit sharing.

For prompt consideration, please call or forward your resume, including salary history to:

Mr. Carlo Severo
Sony Broadcast Company
1600 Queen Anne Road
Teaneck, New Jersey 07666

We are pleased to be an equal opportunity employer/m/f/h/v

Consultants

Feedback Unlimited
SUNSEEKER INC.

Videotapes Critiqued for Television Journalists
1313 Williams #901, Denver, CO 80218

FM TRANSLATORS
Channel Searches-FCC Applications
TEPCO (JONES) TRANSLATORS
CHUCK CRISLER
BROADCAST PLANNING SERVICES
Box 42, Greenwood, AR 72936
501-996-2254

ACHIEVEMENT RESOURCES
Consultants. Sales and management. Skills, self motivation, time control, goal setting. Ed Ruppe, 3122 W. Clay St., Richmond, VA 23220.

Miscellaneous

WANT TO OWN A STATION?

Full-day individual seminar for broadcast investors, given to you & your associates personally by an experienced owner-operator. Properly select, negotiate, finance, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 600, NYC 10176. 212-661-2620.

Broadcasting Sep 26 1983 R
Employment Service

UNEMPLOYED? WE NEED RADIO PEOPLE!

NATIONAL, the nation's leading radio placement service, is in constant need of air talent. We are a full time radio placement service dedicated to rapid registration as quickly as possible. Hundreds and hundreds of radio stations have utilized our service. New ones call us every day. During the past month, over 70 radio stations in 28 different states from New York to California placed job orders with NATIONAL. If you're looking to move up, or are in between jobs & are not registered with NATIONAL, contact us immediately for complete confidential details, including registration form. Enclose $1.00 postage and handling to:

NATIONAL BROADCAST TALENT COORDINATORS
Dept. B, P.O. Box 20551
Birmingham, AL 35216
205-822-9144

Radio Programming

ESTHER PETERSON COMMENTS

2-min. weekly audio commentary by nationally known consumer spokesperson/presidential advisor. No charge to your station. Call toll-free 800—828-8881 5PM E.T. Monday to noon Tuesdays.

WASHINGTON BROADCAST NEWS
202—303—6363

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio
VARIETY | DRAMA | COMEDY | MYSTERY | SCIENCE FICTION
..included in each series

Program Distributors
410 South Main
Jonestown, Arkansas 72401
501—972-5884

For Sale Stations

Wilkins and Associates
Media Brokers

For Sale Stations Continued

See you at the
NRBA
New Orleans
Hilton-Suite 1629
REGGIE MARTIN 
& ASSOCIATES
Specializing in Florida
& the Southeast

Bill Exline
Andy McClure
NRBA Address:
New Orleans Hilton 
& Towers
Suite 1629
504—561-0500

W. John Grandy
BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

SCA'S FOR LEASE

KALW San Francisco, seeks lessees for subcarriers. For information, call Jack Phillips, 415—648-1177.

WISCONSIN 5,000 WATT

Fulltime AM. Medium-small market. Harris 9002 automation. Class A FM CP and all real estate included. $320,000. Probable bank financing of $170,000. Alternative sale of 49% to equity manager for $160,000. Write Box B-46.

For Fast Action Use
BROADCASTING's
Classified Advertising

GOING OUT FOR BUSINESS!!
1-800-321-0221

New and Used Broadcast Equipment Bought. Sold. Traded
Get your best deal, then call for ours
Broadcast International, Inc.
FORT LAUDERDALE, FL 33334
IN FL: 1-800-432-2245

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspaper & program directors, Small, medium & major markets, all formats! Many jobs require little or no experience. One week computer list. 90% special bonus. 6 consecutive weeks only $14.95—you save 52!” AMERICAN RADIO JOB MARKET, 8215 Don Gaspar, Las Vegas, NV 89105.

USED VIDEO EQUIPMENT

Ikegami ITC-350 cameras. 3M switcher, character generator. Film chain — 16mm Beaulieu camera with angeneus lens and editing equipment. Assorted studio equipment, Nagra-Sony-Panasonic. All in very good condition. Will sell as package or in part. For more information, contact: C.W. Craig, Media Services, 813—334-5175. Fort Myers, Florida 33902.

BUILDING A BOOTH

for '84-NAB? Major exhibitor selling portions of older booth at attractive cost. Write for blueprints & photos to Box A-178.

WISCONSIN 5,000 WATT

Fulltime AM. Medium-small market. Harris 9002 automation. Class A FM CP and all real estate included. $320,000. Probable bank financing of $170,000. Alternative sale of 49% to equity manager for $160,000. Write Box B-46.
For Sale Stations Continued


NARRAGANSETT CAPITAL CORPORATION and RIFKIN AND ASSOCIATES
Denver, Colorado have acquired the cable television systems serving Kingdom City, Auxvasse, and Fulton, Missouri. Narragansett Capital Corporation, a publicly-owned venture capital company specializing in management leveraged buyouts ranging from $5 million to $100 million. 40 Westminster Street, Providence, RI 02903. 401—751-1000.

We are pleased to have served as broker for this transaction.

Our individual-sale method means more net profit for you, and a hassle-free negotiation.

We have cash buyers and can close your sale quickly. Call collect for details.

DONALD R. STIMBLE ASSOCIATES
RT. 3, BOX 377
KIMBERLING CITY, MO 65686.
417—739-4869.

WALKER MEDIA & MANAGEMENT, INC.
NORTHEAST AM-FM

Unusual facility includes real estate. $700,000, with $200,000 down. Please contact: Bill Walker PO Box 2264 Arlington, VA 22202 703—521—4777

H.B. La Rue, Media Broker
NATIONAL TV SALES REPRESENTATIVE

AMERICA'S BEST GROWTH AREA
Rocky Mountain states AM-FM combo reaches 100,000 in beautiful area $450,000, with $50,000 down. Utah regional AM/class C FM. $675,000, with good terms and low down to qualified buyers. Principals only. Write Box B-145.

AM STATION

AM-FM STATION

FOR SALE BY OWNER
Midwest medium market regional AM, class C FM. Absentee owner, huge potential. Must sell. All offers considered. Write Box B-148.

THIS PUBLICATION IS AVAILABLE IN MICROFORM
University Microfilms International
300 North Zeeb Road, Dept. PR, Ann Arbor, MI 48106

For Sale Stations Continued

CHAPMAN ASSOCIATES®
nationwide mergers & acquisitions

<table>
<thead>
<tr>
<th>STATION</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>E Metro</td>
<td>UHF-TV</td>
</tr>
<tr>
<td>E Metro</td>
<td>$6,500K</td>
</tr>
<tr>
<td>E Metro</td>
<td>Terms</td>
</tr>
<tr>
<td>E Metro</td>
<td>Milt Younts</td>
</tr>
<tr>
<td>E Metro</td>
<td>(804) 355-8702</td>
</tr>
<tr>
<td>MW Med/Met</td>
<td>CIC FM</td>
</tr>
<tr>
<td>MW Med/Met</td>
<td>$1,550K</td>
</tr>
<tr>
<td>MW Med/Met</td>
<td>$255K</td>
</tr>
<tr>
<td>MW Med/Met</td>
<td>Brian Cobb</td>
</tr>
<tr>
<td>MW Med/Met</td>
<td>(404) 458-9226</td>
</tr>
<tr>
<td>MW Med/Met</td>
<td>Fulltime</td>
</tr>
<tr>
<td>MW Med/Met</td>
<td>$1,000K</td>
</tr>
<tr>
<td>MW Med/Met</td>
<td>$300K</td>
</tr>
<tr>
<td>MW Med/Met</td>
<td>Jim Mackin</td>
</tr>
<tr>
<td>MW Med/Met</td>
<td>(207) 623-1674</td>
</tr>
<tr>
<td>FL Metro</td>
<td>FM</td>
</tr>
<tr>
<td>FL Metro</td>
<td>$850K</td>
</tr>
<tr>
<td>FL Metro</td>
<td>$200K</td>
</tr>
<tr>
<td>FL Metro</td>
<td>Bill Cate</td>
</tr>
<tr>
<td>FL Metro</td>
<td>(904) 893-9741</td>
</tr>
<tr>
<td>NW Regional</td>
<td>FM</td>
</tr>
<tr>
<td>NW Regional</td>
<td>$725K</td>
</tr>
<tr>
<td>NW Regional</td>
<td>$175K</td>
</tr>
<tr>
<td>NW Regional</td>
<td>Elliot Evers</td>
</tr>
<tr>
<td>NW Regional</td>
<td>(213) 366-2554</td>
</tr>
<tr>
<td>NE Small</td>
<td>FM</td>
</tr>
<tr>
<td>NE Small</td>
<td>$700K</td>
</tr>
<tr>
<td>NE Small</td>
<td>30%</td>
</tr>
<tr>
<td>NE Small</td>
<td>Jim Mackin</td>
</tr>
<tr>
<td>NE Small</td>
<td>(207) 623-1674</td>
</tr>
<tr>
<td>SE Medium</td>
<td>Clav</td>
</tr>
<tr>
<td>SE Medium</td>
<td>$650K</td>
</tr>
<tr>
<td>SE Medium</td>
<td>$240K</td>
</tr>
<tr>
<td>SE Medium</td>
<td>Bob Thorburn</td>
</tr>
<tr>
<td>SE Medium</td>
<td>(404) 458-9226</td>
</tr>
<tr>
<td>SW Small</td>
<td>FM</td>
</tr>
<tr>
<td>SW Small</td>
<td>$550K</td>
</tr>
<tr>
<td>SW Small</td>
<td>$150K</td>
</tr>
<tr>
<td>SW Small</td>
<td>Bill Whiteley</td>
</tr>
<tr>
<td>SW Small</td>
<td>(214) 680-2807</td>
</tr>
<tr>
<td>R Min Small</td>
<td>Cl/FM(CP)</td>
</tr>
<tr>
<td>R Min Small</td>
<td>$365K</td>
</tr>
<tr>
<td>R Min Small</td>
<td>$85K</td>
</tr>
<tr>
<td>R Min Small</td>
<td>Greg Merrill</td>
</tr>
<tr>
<td>R Min Small</td>
<td>(801) 753-8090</td>
</tr>
<tr>
<td>SE Small</td>
<td>AM/FM</td>
</tr>
<tr>
<td>SE Small</td>
<td>$300K</td>
</tr>
<tr>
<td>SE Small</td>
<td>$97K</td>
</tr>
<tr>
<td>SE Small</td>
<td>Ernie Pearce</td>
</tr>
<tr>
<td>SE Small</td>
<td>(615) 373-8315</td>
</tr>
<tr>
<td>MW Small</td>
<td>AM/FM</td>
</tr>
<tr>
<td>MW Small</td>
<td>$275K</td>
</tr>
<tr>
<td>MW Small</td>
<td>$125K</td>
</tr>
<tr>
<td>MW Small</td>
<td>Jim Courville</td>
</tr>
<tr>
<td>MW Small</td>
<td>(414) 233-6222</td>
</tr>
<tr>
<td>SW Small</td>
<td>AM</td>
</tr>
<tr>
<td>SW Small</td>
<td>$130K</td>
</tr>
<tr>
<td>SW Small</td>
<td>Bill Whiteley</td>
</tr>
<tr>
<td>SW Small</td>
<td>(214) 680-2807</td>
</tr>
</tbody>
</table>

To receive offerings within your area of interest, or to sell, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226

STAN RAYMOND & ASSOCIATES, INC.
Broadcast Consultants & Brokers
Invites you to visit us at the NRBA Convention. Hilton Suite 829. We have new listings. Call for appointment or drop by!!

1819 PEACHTREE RD., NE, SUITE 606
ATLANTA, GA 30309. 404—351-0555.

RALPH E. MEADOR
Media Broker
AM-FM-TV-Appraisals
PO. Box 36
Lexington, MO 64067
816—259-2544

Small market VHF-TV network station in the Southwest. Good equipment with newly renovated and refurbished studio and office space. $1,750,000. Serious inquiries only. Write or call: Mr. James R. McCormick, P.O. Box 13000, Amarillo, TX 79101. 806—373-1787.

PFERO Rico FM
With minor modifications, will cover in excess of 1.5 million, including greater San Juan metro area. Profitable. Price $1.2 million. Write Box B-96.

MISSOURI AM/FM
Small market. $380,000 cash; $480,000 terms, 30% down payment. Phone 803—585—4638.
For Sale Stations Continued

Media Investment Analysts & Brokers
Bob Marshall, President

Southwest AM/FM combination—$800,000, with $300,000 down and excellent terms. This 1,000 watt daytimer with sister Class A FM is located in a small market and owns its own real estate, including building and four acres of land. Reasonably priced at less than 2.5 times gross earnings.

508A Pinetland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

JAMAR - RICE CO.
Media Brokerage & Appraisals
William R. Rice
William W. Jamar
(512) 327-6570

FOR SALE
2 KENTUCKY UHF CP'S
WRITE: JIM MOORE
c/o BOX 2744
KNOXVILLE, TENN. 37901

Visit with us

BROADCASTING'S Classified Rates

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (NO telephone orders, changes and/or cancellations will be accepted.)

 Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates:
Classified listings (non-display): Per issue; Help Wanted $85 per word, $15 weekly minimum; Situations Wanted (personal ads): 50c per word, $7.50 per month. All other classifications: $95 per word, $15 weekly minimum; Blind box numbers: $3 per issue.

Rates:
Classified display (minimum 1 inch, upward in half-inch increments), per issue; Situations Wanted: $40 per inch. All other classifications: $70 per inch. For Sale Stations. Wanted To Buy Stations. Public Notice advertising require display space. Agency commission only on display space.

Word Count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as %, trademark, etc., count as one word each. Phone number including area code or zip code counts as one word each.
Media

L. Martin Brantley, general manager, KPTV(TV) Portland, Ore., named president of licensee, Oregon Television Inc., succeeding John S. Hansen, retired.

Allen Feuer, VP, general manager, WQTV(TV) Boston, joins KLRT(TV) Little Rock, Ark., in same capacity.


Gerardo Tabio, promotion director, WFTQ, named station manager.


Joseph M. Kelly, general manager, WAKY(AM)-WVEZ(AM) Louisville, Ky., joins WROR(AM) New York as VP and general manager.

Ben Akerman, VP and general manager, WGUN(AM) Atlanta, and director of engineering for parent, Dee Rivers Stations, retires after 53 years in broadcasting. He is succeeded by Claude Jones, program director, WGUN.

Zim Barstein, station manager, WLIR(FM) Garden City, N.Y., named senior VP.

J. Curt Hockemeier, director of market development operations, Cox Cable, Atlanta, named general manager, Cox Cable, Oklahoma City.

Talimage Thompson, general sales manager, WHO-TV Des Moines, Iowa, named station manager, co-owned WHOM(AM) there.

VP's named senior VP's, American Television & Communications, Englewood, Colo.: Gary Bryson, marketing; James Cottingham, operations; Henry Gerken, secretary and general counsel; Robert Rast, business and technology development, and Kevin Rorke, chief executive and president, central Florida division.


Alan Wurtzel, director, news, development and social research, ABC Marketing and Research Services, New York, named VP, broadcast standards and practices, East Coast.

Mary Perot Nichols, director of communications, University of Pennsylvania, Philadelphia, joins noncommercial WNYC-AM-FM-TV New York, as director of municipally owned stations.

Thomas French, VP, finance, Western Broadcasting, Missoula, Mont., joins KCPQ(TV) Tacoma, Wash., as business manager.

Rose Marie Donovan, station information editor, KBCTV Los Angeles, named coordinator of compliance and practices.

Donna Buinicky, sales coordinator/credit manager, WNNE-TV Hartford, Ct., named business manager.

Marketing

Sherman Agins and Stan Schumsky, research directors, and Nat Waterston, creative department business manager, Doyle Dane Bernbach, New York, elected senior VP's.

Jess Korman, creative group head, Benton & Bowles, New York, named senior VP. Frank Assumma, account supervisor, B&B, New York, named VP.

Charlie Colombo, executive VP and chief operating officer, The Christ Church, New York, named president and chief operating officer, succeeding Bob Duffy, who becomes chairman and chief executive officer.

Charles Cordle, copy supervisor; Claire Hissid, creative group head, and Charles Sawyer, senior copywriter, Dancer Fitzgerald Sample, New York, named VP's.

Michael Feldman and John Stokes, management supervisors, Young & Rubicam, New York, named senior VP's.

Richard Mclugh, manager of domestic sales, enterprises division, NBC, New York, joins Needham, Harper & Steers there as director of programing, corporate media.

Roy L. Herbert, creative supervisor, Grey Advertising, New York, named VP.

Appointments, Marsteller Inc., Chicago: James Durish, from Cunningham & Walsh, Chicago; David Innes, from J. Walter Thompson, Chicago; James Mohler, from Abelson-Frankel, Chicago; and Michael Soper, from Ogilvy & Mather, Chicago, to art directors; Michael Marn, VP, creative director, Jack Levy & Associates, Chicago, to creative supervisor; and Lynn Dangel, from J. Walter Thompson, Chicago, and Jeffrey Steele, from Sears, Roebuck & Co., Chicago, to copywriters.

Gerard Starybrat, account supervisor, Carrafello, Diehl & Associates, Irvington-on-Hudson, N.Y., elected VP.

Tom Gatti, VP and general manager, Telecable Sales, Syracuse, N.Y., joins Cable Networks Inc., New York, as national spot sales manager in national expansion of sales efforts. Cable Networks Inc. is cable advertising sales and marketing firm.

Aaron Shedlen, director of communications, CBS Owned Television Stations, New York, has resigned to form Shedlen Communications, advertising, marketing, public relations firm there.

Lou Abitabilo, sales manager, WNBC-TV New York, named director of sales.

Brett Davis Cornwall, director of retail services and marketing, WPIX(TV) Pittsburgh, joins WTOV-TV Steubenville, Ohio, as general sales manager.

Kenn Cunningham, general manager, KCBN(AM) Reno, joins KAH(AM)-KYHL(FM) Auburn, Calif., as sales manager, Sacramento, Calif.

Paul Sacks, general sales manager, KT2O(TV) San Francisco; joins KFFT(TV) Santa Rosa, Calif., as sales manager.

Phyllis Stetson, national sales manager, WLIR(FM) Garden City, N.Y., named executive VP.


John Castleton, local sales manager, KJEO(TV) Fresno, Calif., named national sales manager.

Dennis Gergits, national sales manager, WFTQ(TV) West Palm Beach, Fla., named local sales manager.

Nancy Cole, account executive, KJOL(FM) Los Angeles, joins KNX(AM) there in same capacity.


Programming

Len White, VP, sales, CBS/Fox Video, New York, named senior VP, sales and marketing, North America.

Howard Katz, executive producer, The Road to Los Angeles and Sarajevo '84 for MCA, Los Angeles, joins Ohlmeyer Communications there as executive VP.

Norbert Auerbach, from United International Pictures, New York, joins Almi Distribution Corp. there as acting president and chief executive officer.
Robert Benson, VP, ABC News and Sports, radio, named to newly created position of VP, senior executive, ABC Radio Networks. He maintains responsibility for sports, and adds responsibility for affiliate relations, audience development, creative services, program operations and planning for ABC's six radio networks (Information, Entertainment, Direction, Rock, FM and Contemporary).

Deborah Curtan, director, casting, NBC Entertainment, Los Angeles, named director, current comedy programs.

Andy Siegel, senior VP, creative affairs, United Artists Television, Los Angeles, named senior VP, NBC Universal Television Network there.

David Kennedy, of Ed Walsh, from NewswEEK, New York, joins CBS Television Network there as executive editor.

A. Marco Turk, independent producer and head of own production company, TAMTICO, Los Angeles, has signed to create and produce series and specials for Warner Bros. Television there.

Toby Rogers, national director of sales, Eastern division, Hearst Corp./King Features Entertainment, New York, joins Tribune Entertainment there as director of national sales, programing, East Coast.


Gary David Goldberg, executive producer, Family Ties, Paramount Television, Los Angeles, has signed exclusive agreement to develop and produce television series for NBC Productions there.

David Kennedy, controller, corporate, Columbia Pictures Industries, Los Angeles, named senior VP, finance, filmed entertainment.

Jim Weathers, VP, general sales manager, Metromedia Producers Corp., Los Angeles, joins Blair Video Enterprises, San Francisco, program distributor, as VP, Western regional sales manager. Dorothy Hamilton, from Lorimar, New York, joins Blair Video Enterprises there as sales service manager.

Gene Spraul, general manager, KZTV(FM) Camarillo, Calif., joins Peters Productions, San Diego, as regional manager, radio division.

Rex Lardner, director of sports administration, CBS, New York, joins Sports Time Cable Network, St. Louis, as director of programming.

Cliff Blake, from WZZK(FM) Birmingham, Ala., joins WBCS-FM Milwaukee as program director.

Chris Cross, assistant program manager, WBBM(AM) Boston, named program manager.

Appointments, PM Magazine, KOU-TV Har-
Alfred Leubert, independent business consultant and director, Chyron Corp., Melville, N.Y., named chairman and chief executive officer of Chyron, succeeding Leon Weissman, who relinquishes day-to-day management responsibilities to assume newly created position of vice chairman.

Larry James, VP, cable engineering, American Television & Communications, Englewood, Colo., named senior VP.

Ed Dalton, manager, technical maintenance, Public Broadcasting Service, Washington, joins ABC there as technical manager, ENG operations.

Julian Edison, controller, Scientific-Atlanta, Atlanta, named VP.

E. Richard Hodgetts, former VP, business services, and president NPR Ventures (BROADCASTING, Aug. 8), joins Mobile Communications Corp. of America, Jackson, Miss., as VP, involved in cellular communications and paging.

Andrew Juettner Jr., from Quincy, Ill.-based broadcast products division of Harris Corp., joins Townsend Associates, Springfield, Mass., as director of engineering.

Rodger Sanders, general attorney, law department, RCA, New York, named director, operating arrangements. RCA Global Communications.

Seymour Scharff, manager, operating arrangements and planning, RCA, New York, named director, Pacific affairs, RCA Global Communications.


Frederic La Pointe, marketing engineer, Hewlett-Packard, Cupertino, Calif., joins General Instrument, New York, as business development analyst, broadband communications group.

Roger Miller, sales representative, audio-visual systems division, Ampex Corp., Dallas, named Western regional sales manager, Los Angeles.

Dale Russell, assistant chief engineer, KFVS-TV Cape Girardeau, Mo., joins KTIV(TV) Sioux City, Iowa, as VP, chief engineer.

Michael Barnard, member of production crew, WFMT-TV Minneapolis-St. Paul, named production manager and technical coordinator.

Rufus Gleason, producer and director, WYFF-TV Greenville, S.C., named TV control operations supervisor.

Promotion and PR


Renee Friedman, administrative assistant to president, Jones International Inc., parent of Jones Intericable, Englewood, Colo., named VP, corporate communications.

Leonard Stein, public relations manager, Playboy Enterprises, New York, has left to form Visibility Public Relations there.

Ceri Larson, communications associate, Television Bureau of Advertising, New York, named publicity manager.

Sharon Norton, from Westinghouse Electric Corp., Washington, joins ECOM/DBB New York, public relations subsidiary of Doyle Dane Bernbach, as associate.


Rick Hollicker, freelance writer and radio producer, Los Angeles, joins KNX(AM) there as assistant director of community services.

Elizabeth Devlin, assistant manager, trade shows, Times Fiber Communications, Wallingford, Conn., named sales promotion manager.

Kathy Chasen, from Firmature Group, Los Angeles-based advertising and public relations firm, joins noncommercial KCET(TV) there as assistant publicist and log editor.

Stu Kantor, from noncommercial WETA-TV Washington, joins public information department, Public Broadcasting Service there as editorial associate. Andrea Grendalier, administrative assistant, public information, named editorial assistant.

Kathleen Dunn, producer and air personality, WTM(AM)-WKT(FM) Milwaukee, named director of community affairs, radio.

Mark Zacharias, producer-director, editor and production engineer, KRDQ-AM-FM-TV Denver, named promotion manager.

Susan Stuart-Otto, VP, public information, KTCA-TV Minneapolis-St. Paul, named VP, corporate relations.

Cathy Downing, promotion manager, KVOA-TV Tucson, Ariz., joins KFNX-TV Phoenix as audience promotion manager.

Leslie Hilleman, research marketing assistant, Dancer Fitzgerald Sample, San Francisco, joins American Advertising Federation, Washington, as assistant to president and meeting coordinator. Julie Dolan, from Porter, Novelli & Associates, Washington, joins AAF there as director of information and publications.

Allied Fields

Jay Witkin, chief of enforcement division, Common Carrier Bureau, FCC, Washington, joins law firm of Finnegan, Henderson, Farabow, Garrett & Dunner there, specializing in communications law.

Henry Goldberg, partner, Verner, Liipfert, Bernhard & McPherson, Washington, law firm, has left to form own firm, Goldberg & Spector, with Phillip Spector, who was Goldberg’s senior associate at Verner, Liipfert. Joining them will be Stephanie Sommer, associate in Verner, Liipfert, and Jeff Olson, of Citizens Communications Center, Washington.

Robert Finn and Jerry Graniero, staff executives, American Association of Advertising Agencies, New York, named VP’s.

Don Dekoker, LPTV Services, New York-based consulting firm, joins National Institute for Low-Power Television, Washington, as director of member services.

Linda Miller, staff member, International Radio & Television Society, New York, named director of sales.

Deaths

Jesse David Rankin, 67, vice president, May Broadcasting, Shenandoah, Iowa, died of cancer Sept. 15 at Shenandoah hospital. May Broadcasting owns KMTV(TV) Omaha; KGUN-TV Tucson, Ariz., and KMA(AM) Shenandoah, and has part interest in KFAB(AM) Omaha. Rankin is survived by his wife Frances and two daughters.

Frederick W. Jauch, 61, director of publications, Agency for Instructional Television, Bloomingburg, Ind., died of heart attack Aug. 24 at his home in Bloomingburg. He is survived by his wife, Barbara, three sons and two daughters.

Robert C. Dennis, 67, television writer for such shows as Dragnet, Hawaii Five-O and Cannon, died of cancer Sept. 14 in Los Angeles.
Colony's Clifford: taking the sermon to the believers

Six years ago, the Providence Journal Co. went looking for an executive to replace the retiring director of its broadcasting and cable division, then consisting of two radio stations and Colony Communications, a 50,000-subscriber cable system. It found Jack Clifford.

In six years, with Clifford on the front line, the 155-year-old media company founded on the newspaper of the same name has added a successful independent TV station in Philadelphia, more than tripled its cable subscribership count, established itself as a leader in cable advertising and positioned itself in the new communications era by filing dozens of applications for cellular radio and multichannel multipoint distribution service licenses.

Despite the important role Clifford plays at Colony Communications, his most immediate challenge may come from his chairmanship of the Cabletelevision Advertising Bureau. In that job, he is out to convince cable operators that advertising can work for them while Robert Alter, CAB president, tries to sell advertisers the same theme.

It's no secret that cable needs to market itself better to both Main Street and Madison Avenue. Clifford, drawing on his broadcast sales experience, plans on "carrying the sermon to the bankers.

Clifford comes well prepared to demystify cable advertising. He acquired extensive sales and management experience in a broadcast career that may have been, in a sense, thrust upon him.

While at Western Michigan University, Clifford took a radio announcing course. The professor was often absent, Clifford recalls, and one morning upon arriving in class, he discovered a note scrawled on the blackboard: "Clifford will instruct." The choice was made, Clifford believes, on physical as well as intellectual grounds.

True, he was always a chapter ahead, but he also cut an imposing figure in class: The former high school football and baseball player was over six feet tall and had been bald since age 19.

One day after class, the assistant program director at WKMJ(AM) Kalamazoo, Mich., approached "Professor" Clifford, described an announcing position that was opening at the station and asked him if he knew of any students who would be interested. Clifford proposed himself for the job. He auditioned and was hired. "I found myself thoroughly sold on broadcasting as a career," Clifford says.

After graduation, Clifford joined KTVK(TV) Phoenix as announcer, sportscaster, sports director and even director of the late night movie—all of which afforded some unconventional working hours. A year later, Clifford moved to sales, more to have

along with Combined's purchase of WXIA-TV Atlanta in 1974. He moved to Corinthian's KXTV(TV) Sacramento, Calif., as general sales manager, with the understanding that he would then move to Houston and run the group's KHOU-TV. He never got there.

Colony called and made Clifford "a significant offer," he says. He was impressed with the principals of the Providence Journal Co. and the history of the company. "I began to see something beyond just running a TV station," Clifford says.

Nearly everything Clifford has done at Colony has revolved around advertising. Colony has created its own advertiser-supported movie channel, MovieTime, stocked it with 800 titles from NATPE-style movie packages and placed it on its basic tier. Although the channel is not yet profitable, Clifford says churn has been cut by more than 50% and surveys show at least 70% of the subscribers watch at least four hours per week.

Colony is delivering two 24-hour cable-text services on its Providence, R.I.-New Bedford, Mass., systems (every sixth page in the magazine an advertisement). The New Bedford system is also the home of Colony's prize local origination efforts. It programs local news and sports and sells advertising time, just like a local broadcast station. To make advertising work, Clifford says a core of 10,000 homes is needed, either in a single system or an interconnect. And, he adds, cable operators need to simplify accounting by sending one bill for one system or interconnect to advertisers.

To sell advertising on cable, Clifford recruits salesmen with broadcast advertising experience. The marketing of cable services to customers in Colony systems is done by those with marketing backgrounds. Two separate selling strategies, two separate staffs, Clifford says, adding: "It's the only way to go.

"We are not going to change the way people buy advertising," Clifford emphasizes. "We have to change cable so they can buy us the same way" as they do radio and TV. He says, however, that the advertising community, "is more willing to embrace cable [now] than television in its early days."

Back at Colony, the parent company is preparing for the next battle in the communications revolution. Colony was first to file for cellular radio applications in Providence and the Carolinas and for multichannel multipoint distribution licenses where it has broadcasting and cable operations and pending cellular applications. Clifford does not want Colony to miss out on any future communications opportunities. The company can wait out the lean years as these services develop, Clifford says, and any licenses applied for now can always be used as "an exchange factor" in the future. "We very much want to be there," Clifford says. No doubt he'll be there. He could have added: with rate card in hand.
FCC has voted unanimously (with Chairman Mark Fowler and Commissioner Henry Rivera concurring) to issue rulemaking proposing to award lottery preferences to women for mass media construction permits (Closed Circuit," Sept. 5). FCC asked whether it should consider women as "minority group" under current lottery rules or whether specific diversification preference should be established for women. FCC noted that if, at conclusion of proceeding, it decides it lacks jurisdiction to establish preference, it will forward record of proceeding to Congress "together with appropriate recommendations." Rivera said he questioned "some of the legal reasoning" in item. Fowler has made it known he is opposed to awarding preferences (Broadcasting, April 4).

Passage of FCC reauthorization measure (H.R. 2755), which includes supplemental funding for Corporation for Public Broadcasting, stalled in House last week after key Republicans raised objections to additional $70 million allocated to CFB for fiscal years 1984, 1985 and 1986. Measure also reauthorizes FCC for fiscal 1984 and 1985, at $91.2 million for each year. Resistance was strong enough that bill's Democratic backers decided to wait one week before bringing measure to floor. Republicans also said increased funding was "ill advised" because of financial troubles of National Public Radio. White House is also against supplemental funding.

Weather Channel said it has, to date, signed 15 major MSO's to go along with its carriage fee plan announced last month to stem nearly $1 million per month in financial losses (Broadcasting, Aug. 22). Fifteen MSO's, TWC said, account for 52% of its 10-million subscriber base. "We are encouraged by renewals and new contracts from advertisers made even in uncertain climate that has existed for the past couple of months," said John Wynne, president of TWC, in prepared statement. "Now that the cable industry has shown it wants TWC to continue, we believe advertisers' use of our service will accelerate." Fee schedule is to be instituted Jan. 1, 1984. Landmark Communications Inc., owner of TWC, has asked cable operators to pay three cents per subscriber for systems in top 15 markets, four cents per subscriber for systems in markets 16-50, and five cents per subscriber in all other markets. Spokesperson said TWC has lost no advertisers since it announced it was instituting carriage fees and had even picked up several renewals and new commitments.

Young & Rubicam has been awarded approximately $120 million in Colgate-Palmolive billings in U.S. and abroad. Amount is about one-third of Colgate's total worldwide advertising spending. Y&R assumes billings that have been handled by Kenyon & Eckhardt in U.S. and D'Arcy-MacManus & Masius overseas. To take Colgate billings, Y&R is resigning about $60 million of Procter & Gamble billings overseas. Last May, P&G removed about $16 million in U.S. billings from Y&R.

Philadelphia STV station wsws-tv will drop its Select TV programing or about Nov. 1. and begin carrying PRISM, Bala Cynwyd, Pa.-based regional pay cable service. PRISM, which started in 1976 as the first locally produced service to feature motion pictures and entertainment specials as well as sports, and serves more than 350,000 subscribers in 87 cable systems in Pennsylvania, New Jersey and Delaware. Wsws-TV will introduce PRISM's programming to Philadelphia, which has not completed its cable franchise process.

Los Angeles-based Shamrock Broadcasting Co. has signed letter of intent to acquire WTKKMAM-WSMM-FM Pittsburgh from Wwsa Radio Inc., subsidiary of Toledo Blade Corp.-diversified media company owned by William and Paul Block Jr. and brothers. It also owns several newspapers, one AM, one FM, two TV's and cable systems in Toledo and Sandusky, both Ohio, and Monroe, Mich. Last week it bought, subject to FCC approval, Worb-TV Louisville, Ky (Broadcasting, Sept. 19). Estimates from industry sources put purchase price at upwards of $5 million.

Gene Jankowski, president, CBS/Broadcast Group, announced a Radio-Television News Directors Association convention last week (see page 32) that: CBS News has been authorized to develop news segments for television to go into prime time one-hour program set to be anchored by Charles Kuralt and Bill Moyers. Diane Sawyer and Bill Kurtis, co-anchors of CBS Morning News, would be major contributors, said Jankowski, and even CBS Evening News anchor Dan Rather may contribute story now and then, as schedule permits, as would former CBS Evening News anchor Walter Cronkite. Working title of proposed new program is The America Parade. Robert (Shad Northshield) will develop program as executive producer. "You'll have to call it a magazine program," said Northshield, "in the same sense that it will deal with more than one story" per episode. He said Kuralt and Moyers will be doing stories "typical of the things they do," with Kuralt doing lighter "On the Road"-type pieces and Moyers "the more serious kinds of outtakes that he does." Program will probably be introduced in second season (early 1984) as replacement series.

FCC Review Board has reversed initial decision and granted application of Bay Television Inc. for new UHF television station (ch. 38) in St. Petersburg, Fl., denying competing application of Home TV Inc. Administrative law judge had granted application of Home TV, citing superior proposal for integrating ownership into management. Review Board, however, said Home TV should have received substantial demerit for "clear pattern" of failure to report significant changes in its application. That substantial demerit, board said, outweighed lesser preference it received for integration proposal. Julian Smith, Baltimore, is president of Bay Television. He is also president of Commercial Radio Institute, owner of WPTT-TV Pittsburgh and WPFB(TV) Baltimore. Andre White, St. Petersburg, is president and 9.33% owner of Home TV, which he owns with 10 other stockholders. According to initial decision, he is equal employment opportunity officer with Community Action Agency.

ABC Television President John Severino presented Acdraft Club of Detroit last Friday with dizzying array of statistics in connection with ABC's broadcast of 1984 Olympics. Severino said ABC is deploying over $150 million in broadcast equipment, including 29 mobile units, 150 camera crews, 278 tape cameras and VCR's and 600 miles of cable. At Los Angeles alone, ABC will produce 1,300 hours of coverage to feed uninterrupted signals to TV stations around world. In addition to 2,500 ABC people on location, network will be serving 2,000 foreign broadcasters on site. To overcome technical difficulties of certain events, for example, ABC has built stationary houseboats for camera platforms to cover scull races. Transmissions to shore will be via underwater cable. ABC also designed...
been scheduled
consider Senate
House Rules Committee
MCI
1950.
possibility
Fein,
applicants seeking interim
preparations
MIDEM
day,
21)
reached agreement
place,
New
who hopes
serving
traveling at approximately
races,
ABC cameraman will ride backwards on motorcycles and
taveling at approximately 60 miles per hour.

UPI is forming worldwide Spanish-language radio network to
begin serving U.S. radio stations with news and information in late Octo-
ber. New network, called "Nuestras Noticias" ("Our News"), will
combine worldwide news resources and communications net-
works of UPI and EFE, principal news agency of Spain. Stations
will be offered, on barter basis, hourly newscasts feed on half-hour
in Spanish. Sidebanding operations are Cristobal Tortosa, VP-mar-
teting services, UPI, who has also assumed title of VP for UPI's
Spanish-Language Network Services. News will feature reports of
interest to Spanish-speaking Americans, according to Tortosa, who
hopes to launch network on stations in top 30 markets. Project
has been in development for about two years. Service will also be
made available to Canadian stations.

New dates have been set for 1984 international TV program mar-
ketplace, MIP-TV, according to organizer Bernard Chevry, who
reached agreement with Cannes, France, last Wednesday (Sept.
21) to move convention from originally scheduled dates (April 27-
May 3) to April 24-29. Move, which also shortens event by one
day, is made to accommodate organizers of larger International
Film Festival, which demands two full weeks of set-up time for its
event, now set to begin May 11 or 12. It also adds to Chevry's
MIDEM Organization's expenses for staging MIP-TV. To be out of
Palais in time, exhibitors must be struck in single day. Meanwhile,
preparations are in final stages for Chevry's first marketplace
to take place in U.S., AMP, set for next Nov 7-10 at Miami Beach's
Fontainebleau Hilton hotel. Total of 97 companies, all offering
overseas product, had signed contracts to exhibit as of last Friday,
and about 300 buyers have committed to attend. In addition,
about 100 other companies, including United Kingdom's BBC and
Granada Television Inc. have agreed to send observers.

FCC has designated for oral argument before Review Board eight
applicants seeking interim authority to operate facilities of former
KFMB-TV San Bernardino, Calif. Applicants are Angeles Broadcasting
Network; United Minority Broadcasting of San Bernardino; Para-
church Consultants; The Christian Media and Education Founda-
tion; James L. Oyster; Asian-American Broadcasting Foundation,
Christians Aware, and Nova Communications Network Bruce
Pein, FCC general counsel, indicated his office was exploring
possibility of using lotteries to choose among competing appli-
cants for interim operating authority.

MC1 Communications Corp. will announce Tuesday (Sept. 27) it is
launching nationwide "time sensitive message delivery" system that
will handle both electronic and paper-copy delivery.

House Rules Committee granted rule last week permitting House to
consider Senate Radio Marti bill (S. 602) on House floor. Bill has not
been scheduled for vote but is expected to pass.

House Telecommunications Subcommittee has tentatively sched-
uled series of hearings on broadcast deregulation for Oct. 4 and 6
with mark up to follow Oct. 11. Subcommittee is also slated to hold
joint hearing with Subcommittee on Elementary, Secondary and
Vocational Education on Oct. 5.

A.C. Nielsen said last week it had completed, ahead of schedule, its
expansion of its national TV sample to 1,700 Audimeter-equipped
homes, 450 more than in past, in first significant change in size of
that sample since Nielsen started its national TV rating service in
1950. Those 1,700 homes will reflect national viewing patterns of
all continental U.S. TV homes—which Nielsen, in separate an-
nouncement, officially put at 83.8 million ("Closed Circuit," Sept.
12) Nielsen said new homes estimate represented smallest annual
increase (0.6%) in more than 10 years, but that its estimates of
average number of persons per TV household had increased, inter-
rupting downward trend evident since mid-1960's. This increase was
put at 1% overall, but some demographics—women aged 18-49,
25-34, 35-64 and 55-plus and men in first three of those age
groups—increased by 1.5% to 2.3% each. Big fall off was in teenge-
agers, down 1.4%.

Arthur C. Nielsen Jr., 64, chairman and chief executive officer of
Northbrook, III., research firm founded by his father in 1925, has
announced his intention to retire effective Sept. 1, 1984. Nielsen
will remain director and head of executive and compensation
committees. He will be succeeded by Henry Burk, 57, member of
board of directors, who has been executive VP and head of market
research group since 1977, and before that president of A.C. Niel-
sen International. He will be first non-Nielsen to hold top post.

Latest Nielsen data confirms "dramatic shift in TV viewing in cable
households," according to Cabletelevision Advertising Bureau
President Robert Alter. He told New England Broadcasting Asso-
ciation meeting in Boston last Thursday: "No longer can advertisers
look at television as a uni-dimensional medium." Alter presented
Nielsen statistics showing that cable's share in cable households
has tripled since 1980. He said that wasn't particularly newsworthy.
"TV will adapt and survive but it underdelivers cable house-
holds. The only way to correct that is to buy programing of
exclusively on cable," Alter said.

News analysis. NBC News Correspondent John Chancellor told
the Radio Television News Directors Association last week that
broadcast journalism's "greatest challenge is the corruption of
success.
In a speech prepared for delivery Saturday in accepting
RTNDA's Paul White Award, Chancellor said this challenge can be
met "only if we remember that our business is journalism,
that our primary mission is to serve the public and that we
have 50 years of tradition to back us up. There are standards, and we
know what they are."
Chancellor said that the "glamour and big bucks" that have been
bestowed on broadcast journalism in recent years are "chang-
ing the way on-the-air people think about their jobs."
He said he had seen "some first-class news operations at
local stations" and thinks the networks "will uphold the stan-
dards." But, he said, "too often" local news presents "a kind of
bloodless performance that lacks bite and authenticity. The
kind of reporting that doesn't have roots in the local commu-
ity, in its peculiarities, its customs and history. The emphasis is
not so much on what an anchor or a reporter has learned, but on
how it is said.
"News, especially local news, is not made up of smoothly
machined, interchangeable parts. But for many anchors and
reporters, there is no way to advance but by smoothing out the
parts and developing on-the-air techniques that work as well in
Keokuk as in Cleveland or New York.
"A lot of on-the-air people seem to have gone through some
kind of genetic mutation. They are all so nice. So agreeable. So
plausible. So attractive. You wonder where the normal human
emotion of anger has gone, or why that essential emotion for
journalists—outrage—has disappeared. It may be there, but we
don't see it on the air.
"I suppose that's because anger and outrage don't sell these
days. If you want to work in bigger and better markets, anger
and outrage may be luxuries that are too expensive. For all I
know, there's a secret clinic somewhere which surgically re-
moves offending emotions from on-the-air people.
"I say that because I am angry and I am outraged by some of
the performances I have seen as I travel around the country..."
Wrong numbers

In an action several generations overdue, the FCC last week voted to question the sanctity of its rule of sevens which, contrary to the insistence of its admirers, was not delivered to the world by a messenger with a beard and long gown descending a mountain. As of this publication’s press time, the FCC’s brave act had been public knowledge for a day and a half, and Mark Fowler’s office still had not been struck by lightning. Perhaps the rule of seven AM’s, seven FM’s and seven TV’s, well, not quite seven TV’s—five if they’re VHF—was the work of earthly creatures after all.

Earthly fallibilities still lurk in some of the options that the FCC has asked people to think about. One option would raise the limits to 14 in television and 36 in radio, roughly reflecting the growth in total television stations since the adoption of the rule. That adjustment would imply that the rule of sevens had a real-world rationale at the time of its adoption. The fallacy of that implication is evident in the reminder that the number seven is absolute, whether the station to be counted is a network-owned VHF in New York or a mom-and-pop coffeepot in Two Sticks.

In all the years that the FCC has limited station ownerships by number, it has never had a good excuse to choose the number of the moment. Seven became the policy limit for AM’s (not until 1953 a rule) because it was one percent of the 700 stations on the air when seven commissioners began applying it case by case to station trading. For a while the FCC limited FM ownership to six. In 1953 it adopted a formal rule that established the magic seven as the number for AM and FM, but five for a television system that was just beginning to develop. Later the television limit was expanded to seven, with no more than five VHF’s, as an inducement to UHF development.

Upon the issuance of the rule in 1953, this page called it a “Lamentable Limitation” that had no realistic basis. The rule and its later modification have not improved with age.

It is also of more than passing interest that the economics of the radio and television businesses have exerted more restraints on multiple ownership than the FCC has fashioned. Right now only one station group—Park Broadcasting—owns the full portfolio of radio and television stations. Perhaps others are ready to expand to that number and beyond, if the rule is repealed or eased (Doubleday, for example, has said it would buy more than seven FM stations if permitted). But there is no evidence that a sudden surge of portfolio expansion would occur if the rules were lifted.

The FCC ought to give up the numbers game, which can lead only to the dead end the predecessor FCC reached in the rule of sevens. Where in the Communications Act does it say that the FCC must impose any limits on the multiple ownership? The antitrust laws are still on the books and the Department of Justice and Federal Trade Commission are still functioning.

The FCC’s Office of Plans and Policy has argued that there is no need for national and regional multiple ownership rules if competition is preserved within individual markets. “The range of choices available to viewers depends on the number of outlets available at the local level,” the OPP pointed out. As long as local ownership is varied, as it is under duopoly rules that are unmarked for revision, the principle of diversity obtains. It should be added that increased diversity is guaranteed by the arrival of new electronic services. The OPP’s position is at least a starting point for the discourse that the FCC has invited.

Clearly this FCC wants to introduce reason into whatever it does about multiple ownership. That in itself sets a precedent.

Toned-down Marti

The National Association of Broadcasters is justifiably claiming a legislative victory in the Radio Marti bill passed by the Senate (BROADCASTING, Sept. 19). The kind of Radio Marti originally envisioned by the Reagan administration would almost certainly have produced destructive interference to American AM broadcasters by Cuban retaliation. The service that the Senate approved promises less vigorous Cuban reaction.

The Senate version puts the new service to Cuba under direction of the Voice of America, already broadcasting from Marathom Key, Fla., on 1180 kHz (shared by the reluctant concession of the original possessor, WHAM Rochester, N.Y.). The assumption is that the Cubans have tolerated the Voice on that frequency and will tolerate the new service. The Senate bill also contains a $5 million fund to reimburse American broadcasters for costs of mitigating Cuban interference that is already being caused.

The need for Radio Marti remains in doubt, but the House is expected to go along with the Senate. The compromise is probably the best to be had.

It’s people that count

After a relatively short period of “breathtaking” growth for cable, cable services, newer technologies and related enterprises, Time Inc. President Dick Munro said in a speech last week, “the gold-rush days are over” and “the next few years call for caution.”

Munro’s speech, reported elsewhere in this issue, offers sound advice. He speaks with some authority—rooted both in exceptional success in this field (what is more successful than Time’s Home Box Office?) and in eye-catching failure (witness the $47-million bath that Time is taking on TV-Cable Week).

Munro is not gloomy about the future of the new media if they rightly keep their sights on serving the consumer’s needs and preferences. In his words: “The communications companies that survive—that pay close attention to consumers as they do to technology—can have a bright future... The future of communications, as with all other such markets, belongs to the consumer.”

This is a solid principle that successful broadcasters learned long ago and that, in new media or old, is neglected at the neglector’s peril.

"I never promised you a company car. I said: 'We provide transportation.' "

Drawn for BROADCASTING by Jack Schmidt
From Australia To You And Your Audience:
A Very Original Radio Special:

"Outback Christmas"

If you've been amazed recently at the sheer talent of Australia's writers, actors and directors, you're not alone. Your listeners are too, and they're sure to take notice of this engaging "new Australian nativity scene in song and verse."

"Outback Christmas" is not a description of Christmas customs in Australia, but rather an Australian version of the story of Christ's birth - in an outback Bethlehem, "where the goats outnumber the people, and the gossips outdo the goats." There is at once an earthy reality and a startling poetry in the script, as when a drover (shepherd) recalls that "flames of angels spat through space" on the night of Christ's birth. Mary, Joseph, a pub owner, three gamblers and other figures move through the stark landscape of an outback December - "summer heat, bushfires and brown paddocks scorched by hot north winds."

The haunting appeal of a relentless desert land and its simple people recalls with disarming immediacy the climate and terrain of Palestine and the rough-hewn folk among whom a Jewish child was born to lead all nations to new life.

This powerful and enchanting presentation is available free of charge on a 12-inch disc. And as a bonus - the flip side of "Outback Christmas" contains a special Christmas edition of our new young-adults series, "Crosswalk."

To order, call Vi Knickrehm at 314-647-4900.
Or mail the coupon below:

Please send me the 12-inch disc, "Outback Christmas" with its bonus flip side, the special Christmas edition of "Crosswalk."

Name

Street

City

State/Zip

MAIL TO: "Outback Christmas"
International Lutheran Laymen's League
2185 Hampton Ave., St. Louis, MO 63139

The Lutheran Hour
International Lutheran Laymen's League
2185 Hampton Avenue, St. Louis, Missouri 63139
In Canada, PO Box 481, Kitchener, ONT N2G 4A2
Audio to go!

Increasing demand for compact comprehensive mobile production facilities has led to the introduction of the new Ward-Beck 820401 Audio Console.

The design has been given a higher and narrower profile in order to accommodate its numerous features within a limited area, while permitting an unobstructed view into the production booth.

This unique console, with 38 input and 23 output channels, is already proving its versatility on major US network remote programming.

Ward-Beck Systems Ltd,
841 Progress Avenue, Scarborough,
Ontario, Canada M1H 2X4.
Tel: (416) 438-6550. Tlx: 065-25399.